



Dany Bouchard – Expert Consultant

Dany Bouchard graduated from the ITHQ “Institut de Tourisme et d’Hôtellerie du Québec.” Over the course of the last 30 years, he has acquired a very broad and rich experience in the tourism industry. Thanks to the diversity, the scale and the complexity of the professional challenges accumulated, the industry acknowledges his success and his great expertise in strategic management: marketing and developmental operations. His experience has provided him with the ability to skillfully support leaders and their teams using efficient and proven intervention methods.

In May 2015, Dany Bouchard relaunched the activities of his consulting firm – **Synergie – développement & marketing Inc.** for which he worked for the first time during six (6) years from 2001 to 2007. During this time, he had the opportunity to realize over sixty strategic mandates in marketing, international commerce and development of touristic projects alongside various businesses, organizations and municipalities.

From 2009 to 2015, he commits fully to the relaunch project which leads to the repositioning of the experience and image of the “Village historique de Val-Jalbert” of which he occupied the general manager position. During this time, he directs one of the most important construction sites on a big scale touristic attraction with an investment of 21 M \$ which is meant to renew the customer experience. To this mandate is added the imposing challenge which is the establishment of a small-scale hydroelectric powerplant, which represents an investment of 53,3 M \$. True Canadian model of sustainable development realized with a historical and patrimonial respect contributing to the sustainability of the site. The results of this vast relaunch project are compelling: return to profitability and an increase in visitors, increase in jobs and in revenues and major economic benefits for the community. To this is added the conquest of six (6) national grand prizes such as the prestigious prize for the “Touristic experience of the year – Toronto Star” in Canada for 2011, the national gold laureate awarded by the Quebec tourism industry reward Association in 2014. Val-Jalbert is the new finalist for the title awarded to “Company of the year” during the Canadian touristic grand prizes in 2015.

In 1996, he joins the Saguenay-Lac-Saint-Jean tourism association as marketing manager. Upon his arrival, he is responsible for a major marketing and communication campaign. He conceives and develops the International Marketing Program (IMP) and devotes 10 years to the management and development of this program as a contract manager and he participates in numerous international exhibitions and commercial missions.



Between the years 1999 and 2001, he is co-founder and president of “**Réseau Exportation Canada,**” an export trading house. He contributes to the development of a network of clothing sales and adventure travels involving some major partners on the Swiss market: “Le Touring Club Suisse (TCS)”, Swissair, Manor AG.

Between the years 1986 and 1989, he serves as sales coordinator for the Roussillon Hotel Network. In 1990 he becomes general manager of the hotel “Château Roberval” (formerly Roussillon). His mandate involved the repositioning of the hotel in the business community of Lac-Saint-Jean and an important participation in the financial and operational recovery plan for the organization. In 1992, the hotel is awarded the prize for “hospitality and customer service” from the Quebec tourism industry minister.

EXPERIENCE IN MANAGEMENT AND TOURISTIC DEVELOPMENT

General manager – Village historique de Val-Jalbert – 2009 to 2015 – Repositioning and relaunching of the touristic site, mobilization of the human resources, participation in the implantation of a 55,3 M \$ small-scale hydroelectric powerplant as a modal of sustainable development;

General manager – Lac-Saint-Jean touristic initiative – 1994 – 1997 – M.R.C. Domaine-du-Roy in (Lac-Saint-Jean Ouest) – Development of strategies and activities in order to promote the touristic partnership within the territory;

General manager – Hotel Château Roberval – 1990 to 1994 – Turnaround of the company’s operations following a recovery by the bank. Increase in profitability, mobilization of the personnel and repositioning of the establishment amongst the best in Saguenay-Lac-Saint-Jean;

EXPERIENCE IN LOCAL AND INTERNATIONAL MARKETING

Marketing director and consultant –Tourism Saguenay-Lac-Saint-Jean – 1997 -2007 – Conception and development of the International Marketing Program (IMP) and development of international market strategies and budgets.

SERDEX International Export Trade Manager – 2004 – General manager of the regional exportation service. Accompaniment of ten (10) regional companies on an international mission in the sector of the wood and forestry industry in Austimber (Australia – New Zealand)



President and Co-owner – Réseau Exportation Canada Inc. – 1999 – 2001 – Development of a Quebec distribution business in Switzerland (manufacturing sector and travel) – AMCEQ accredited export trading houses;

EXPERIENCE IN CONSULTING AND COACHING - FIRMS

President – Synergie – développement & marketing Inc. – 2000 – 2007 and 2015 until today – Consultant and coach for the realization of just about one hundred strategic mandates of development and marketing projects amongst businesses, organizations and municipalities in Quebec, Saguenay-Lac-Saint-Jean and other Atlantic provinces;

Marketing Vice-President – Groupe Trigone – Advisor in performance improvement – 2007 to 2009 – senior consultant and responsible of implanting a marketing division within the organization. Realization of about twenty mandates in strategic marketing and development of the firm's business in Quebec.