

# Valérie Boire

Strategic Consulting • Intercultural Mediation

Based in the Lower Laurentians (QC)  
[info@valeriscope.com](mailto:info@valeriscope.com)

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## Professional Experience

- Trainer/Consultant** with the Communications and Management teams  
CRH Canada (including the Demix divisions in Québec) – [www.crhcanada.com](http://www.crhcanada.com) **Since 09.2021**
- \*Post-graduate internship at Demix Construction: an assessment of organizational DEI maturity (equity, diversity, inclusion)* **01. à 04.2023**
- Consultant: communications, training and strategic advising** **Since 2005**  
With customers from a wide range of industries and sectors  
(banking, construction, manufacturing, NGOs, universities, public sector, etc.)
- Executive Committee - Communications and Knowledge Manager** **11.2013 to 12.2020**  
(01.2017 – 12.2020)  
**Communications Manager** (11.2013 – 01-2017)  
Integrated Breeding Platform (IBP) [www.integratedbreeding.net](http://www.integratedbreeding.net); [www.bmspro.io](http://www.bmspro.io)
- Communications Consultant** **01.2010 to 06.2013**  
CECI (international organization) – [www.ceci.ca](http://www.ceci.ca)  
With the Fair-Trade Commission, Ministry of Economy, Guatemala (2012-2013), and the network of Social and Solidarity Economy partners in Bolivia. (2010-2012)
- Coordinator-Official Information Agent** **01.2007 to 01.2010**  
Sisters of Providence, International Center – [www.providenceintl.org](http://www.providenceintl.org)
- Consultant/Intern in Information and Communications Technologies (ICT)** **05.2005 to 02.2006**  
Alternatives – [www.alternatives.ca](http://www.alternatives.ca)  
With a Social Research Center in La Havana, Cuba.
- Communications and Marketing Coordinator** **09.2002 to 02.2005**  
M3K Solutions – now Fujitsu Canada – [www.fujitsu.com/ca](http://www.fujitsu.com/ca)
- Marketing Assistant-Coordinator** **12.2001 to 07.2002**  
Van Houtte (head office) [www.vanhoutte.com](http://www.vanhoutte.com)
- Executive Assistant – various departments** **06.1998 to 12.2001**  
(Recruitment; Operations; Procurement; Training Services;  
Knowledge Management; Sales & Marketing)  
DMR Consulting – now Fujitsu Canada – [www.fujitsu.com/ca](http://www.fujitsu.com/ca)
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I bring 20 years of experience working with organizations of various industries and different sizes, helping them redefine the way they work with their stakeholders. My mission is to bring perspective, for healthier and more agile workplaces, through dialogue and the harnessing of new paradigms. My management style is rooted in creativity and the ability to listen, with the aim to foster a greater sense of ownership, belonging and commitment.

## Education

### Master of Arts in Intercultural Mediation

Université de Sherbrooke

*Essay (in French): The contribution of intercultural mediation for more effective Diversity, Equity and Inclusion (DEI) measures in the workplace*

<http://hdl.handle.net/11143/21399>

Obtained 01.2024

### Certificate in Public Relations

Université de Montréal

Obtained 06.2004

### French Literature studies

Université de Montréal

1998-1999

### College Degree (DEC) in Humanities (concentration in psychology and sociology)

Collège Jean-de-Brébeuf

Obtained 12.1997

### Continued Education

Since 2005

- Leadership and Management Course for Women, AWARD (10.2016)
- Capacity building for new managers: Staff supervision, MAPA (11.2015)
- Intercultural Adaptation in the Workplace, Canadian Foreign Service Institute (12.2009)
- Train the trainer: Intercultural realities in training, NetCorps Canada International (07.2005)
- Programming community websites, Collège Ahuntsic (08.2005)

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## Personal Initiatives

Member of the Quebec Association of Professionals in Intercultural Mediation (APMIQ) – [www.apmiq.com](http://www.apmiq.com) • Board Secretary for PAAL Partageons le monde – [www.paalmtl.org](http://www.paalmtl.org) • Participation in social activity committees in most of my employments • Speaker in various forums (gender equity, international cooperation, communications, etc.) • Ambassador for awareness campaigns • Public relations for up-and-coming musicians • Fundraising for a variety of causes.

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## Key Competencies

**Strategic skills:** Strong analytical and synthesis skills; long-term and continuous strategic vision; systemic and constellational thinking; resource mobilization; reconciling diverse interests; change agent; public speaking skills.

**Organizational reinforcement:** development of training programs (list attached); defining processes and policies; integrating equity, diversity and inclusion criteria; mediation.

**Communications :** Strategic diagnostics, plans and campaigns with impact measurement; media relations; event organization; ideation, writing, editing and translation; layout and graphic design.

**Knowledge management:** Implementation and redesign of processes and systems for knowledge centralization, collaboration and knowledge transfer.

**Technological fluency:** Technology project management (websites, intranet, mobile applications, project tracking and customer service tools); computer graphics (Adobe suite); web development (various content management systems, WordPress, basic HTML); web referencing; fundamentals of Agile methodologies.

**International work:** cross-cultural management; proven adaptation and autonomy (multiple relocations); trilingual (French, English, Spanish) and willing to travel.

Valérie Boire  
References available upon request  
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### Appendix: Training materials (design and delivery)

#### Manager Training

- **Developing agile and flexible teams**  
Awareness of different thinking styles and patterns, communication, and conflict management (including psychometric tests)
- **Presentation techniques**  
To better target one's audience, intention and impact.
- **Preparing spokespeople**  
Train managers for conferences and media appearances.
- **Strategic communications**  
Helping management to better integrate Communications as a company-wide function.
- **Communication Diagnosis Workshops**  
Supporting management in assessing their communication practices and in finding innovative solutions.
- **Intercultural realities**  
Awareness-raising and know-how for DEI management.

#### Technology Adoption

The following workshops include the production of a user's guide, training stakeholders and technical support for greater tool adoption (face-to-face or virtual):

- Train the trainer to multiply the adoption of new tools (extranets, intranets, websites, content management systems, etc.)
- Creation and use of WordPress websites
- Introduction to Photoshop and the basics of graphic design
- Online demonstrations of technological products to current and potential customers

#### Practical Workshops

- **Taking ownership of key messages**  
Mobilizing staff in awareness or promotional campaigns, or to solidify their grasp of the organization's key messages.
- **Developing awareness campaigns**  
A five-session course designed to help stakeholders design their own campaigns.
- **Train the trainer: communications tools fundamentals**  
Helping in setting up communications teams or functions. Training ambassadors for promotional campaigns.
- **Gender mainstreaming in communications**  
On gender-sensitive writing and the inclusion of other gender aspects in communication strategies and materials.
- **Participation in trade fairs**  
To enhance customer experience, maximize visibility and achieve business objectives.

#### Academic Material

- **The psychology of decision-making**  
Assistant to a lecturer (HEC and Polytechnique Montréal, Canada).
- **Strategic communications**  
Lecturer - Diploma in volunteering management (Rafael Landivar University, Guatemala).
- **Developing a communications plan**  
Guest lecturer: REP2300 - External Communications, (Université de Montréal, Canada).
- **Tutoring: French (speaking and writing)**  
Private classes with recent immigrants to help them integrate into the regular school curriculum.