

# FABRICE P. RIVALT

fabrice@rivault.com

An exceptionally resourceful, results driven and overall accomplished professional with rich managerial experience in the post-secondary education, government, not-for-profit and consulting sectors. Offering 15+ years of multi-faceted expertise in government affairs, public/media relations, strategic marketing communications, as well as social media and web development. Possesses a strong academic background in management, political science, marketing strategy development and information and communication technology (ICT).

A highly motivated manager with an entrepreneurial spirit and a proven ability to work autonomously and cross-functionally in team-based environments. Recognized for developing innovative approaches, multiple projects management and sound decision-making skills, and an enthusiastic drive to lead teams (ranging from 5-90 individuals) towards the execution of small and large projects both on time and on budget. Possesses an established and effective network of municipal, provincial and federal government contacts and an avid history of collaboration with senior officials and institutional representatives on key issues toward successful outcomes. Fully bilingual in English and French.

## AREAS OF PROVEN EXPERTISE

- Government & Public Affairs
- Media Relations & Social Media
- Stakeholder Engagement
- Community & Project Management
- Budgeting & Task Prioritization
- Reputation & Brand Management
- Briefing Material & Reports
- Press Release & Speech Writing
- Public Speaking & Presentations
- Negotiation & Mediation
- Marketing & Online Communication
- Fundraising & Online Advertising

## PROFESSIONAL EXPERIENCE

### Director, Government & Institutional Relations (Canada)

March 2014 – Present

McGill University — Montreal, Canada Area

*In collaboration with the Presidents of the U15 and Universities Canada, members of the Naylor Group and various Executive Heads, coordinated McGill's efforts in securing a federal investment of \$3.8 billion in research and fundamental science over five years, making Budget 2018 the biggest investment in university research in Canadian history. Developed and successfully implemented a federal government relations strategies to support McGill in receiving various grants, including \$84-million under the federal government's Canada First Research Excellence Fund (CFREF) and \$75M for infrastructure upgrade under the Post-Secondary Institutions Strategic Investment Fund (SIF). Developed the first online governmental relations strategy on social media, including the first GR account on Twitter for a post-secondary education institution in Canada.*

- Acted as the main point of contact in matters relating to federal governmental relations and government relations at all levels (municipal, provincial or federal) in matters concerning research and innovation.
- Apprised the Principal and Vice-Chancellor, the Vice-Principal (Communications & External Relations) and the Vice-Principal (Research & Innovation) of emerging advocacy issues, ensuring consistency and coherence of all government relations activity.
- Contributed to the development of the University's overall communications and advocacy strategy; positioned the University as a partner with the federal government and assisted various vice-principals and numerous deans or professors in their government advocacy and outreach strategy, both with the provincial and federal levels government.
- Advanced positive relationships with 100+ institutional counterparts across Montréal, Quebec and Canada, initiated and co-organised the 2017 Canadian Universities Government Relations Conference and launched the website [www.Montreal2017.org](http://www.Montreal2017.org).
- Oversaw numerous government announcements on campus and organised various official visits by provincial and federal government officials, including MNAs & MPs, Parliamentary Secretaries, Deputy Ministers, Ministers and two Prime Ministers.

### Director of Communications & Press Secretary

Jan. – Apr. 2013

Honourable Martin Cauchon (Liberal Party Leadership Race) — Montréal, Canada

*Developed and implemented a national PR and communications strategy, acting as official spokesperson for Canada's Former Minister of Justice and maintaining quality relationships with national/provincial media. Hired, mentored, and managed +25 communications staff and volunteers while managing a \$100,000 budget.*

- Supervised the development and animation of all social media, as well as the development of all key campaign documents, including the candidate's information leaflets, newsletters, speeches, talking points, videos and additional presentation tools.
- Executed a highly successful fundraising campaign through the effective use of all relevant communication tools including: mailing, phone calls, emails, interactive website and social media to finance the entire national campaign.
- Coordinated with external vendors in developing the candidate's website on a Drupal CMS platform and implemented an innovative system that encouraged and increased public involvement via the Internet and social media; raising 25% of the campaign budget online.

---

**PROFESSIONAL EXPERIENCE cont'd**


---

**Director, Production & Communications****Feb. 2012 – Feb. 2013****Manager, Community & Online Communications****Nov. 2011 – Feb. 2012**

Rousseau Automotive Communication — Montréal, Canada

*Designed and effectively coordinated the development of Canada's leading automotive business-to-business (B2B) portal ([www.autosphere.ca](http://www.autosphere.ca)) on a WordPress CMS platform, featuring 10 independent websites for the company's 10 printed magazines. Generated and implemented the company's first online communication and social media strategy, consolidating the company's position as the Canadian leader in B2B automotive communications.*

- Operated on a budget of approximately \$1M and effectively increased the portal's unique visitors in 2012 by 68.4%, visits by 50.7% and new visits by 12.8% - in comparison with the year 2011.
- Integrated Google Analytics reporting to the company's growth strategy, achieving the highest number of unique visitors and page views in the industry, with over 145,000 unique visitors and nearly 600 000 page views in 2012.
- Interacted with PaaS vendors such as Force.com to provide the company with a CRM platform and contributed to the company's strategic direction and objectives by identifying internal/external communications and public relations issues and opportunities.
- Quickly advanced to the position of Director, which entailed setting up an entire production department, hiring and coordinating a team of 5 editors in chief, 30 professional journalists, 10 translators/editors, external consultants, as well as internal production staff - notably 1 production manager, 1 communications officer, 2 webmasters and 3 graphic designers.
- Functioned as Artistic Director to coordinate the restructuring and rebranding of the organization and its associated publications; developed and maintained strong relations with media partners and consulting/advertising agencies.

**Director of Communications****Jan. – May 2011**

Honourable Martin Cauchon (Candidate) — Outremont, Canada

*Developed and implemented the campaign's communication strategy and managed all media relations; led community outreach, social media presence, WordPress website development, campaign marketing tools and publications.*

- Strengthened the candidate's public image through clear and consistent messaging in all publications, including pamphlets, brochures, press releases, web content, and other electronic communication tools.
- Ensured positive coverage of the candidate's various events and collaborated closely with the media, regularly pitching story ideas to key journalists and maintaining press lists and a portfolio of critical media contacts.

**Marketing Communications Consultant****Oct. 2010 – Mar. 2011**

BodyRyzm LifeSciences — Toronto, Canada

*Designed and implemented an online communication marketing plan, including the development of a new website on a Joomla CMS platform and the creation of a social media presence on LinkedIn, Facebook, Instagram and Twitter.*

- Oversaw rigorous performance reporting/analytics and optimized online marketing activities accordingly.

**Press Secretary & Legislative Assistant****Nov. 2008 – Apr. 2010**

House of Commons — Ottawa, Canada

*Served as spokesperson for the Honourable Marc Garneau, former Astronaut and President of the Canadian Space Agency, providing policy and communications advice and coordinating with the Quebec team to convey articulated messages.*

- Oversaw the development of the MP's official Website of the Party WordPress CMS platform, developed an effective media and social media strategy (Facebook & Twitter), determining which issues required a media response from the Member of Parliament.
- Recruited, led and motivated a team of collaborators dedicated to the development of tailored and nuanced (print and online) communications and policymaking; led press monitoring and liaison activities with local, provincial, national and international journalists to enhance the visibility of the MP and that of the Liberal Party of Canada.

**Director of Communications****Oct. 2007 – Oct. 2008**

Honourable Marc Garneau (Candidate) — Montréal, Canada

*Managed the communications and media relations during a year-long pre-campaign and a 73-day campaign that led to the election of the Honourable Marc Garneau as a Member of Parliament in the riding of Westmount—Ville-Marie.*

- Positioned Garneau as one of the first candidate to use Facebook and oversaw the work of 1 webmaster and an external consulting firm in creating an innovative website on a Drupal CMS platform, which included Canada's first political viral fundraising tool ("Crowdfunding") to finance a political campaign, successfully raising \$125,000+ donations in just two months.

---

**PROFESSIONAL EXPERIENCE cont'd**


---

**Director, Communications & Policy****May 2005 – Apr. 2007**

Liberal Party of Canada — Montréal, Canada

*Performed extensive crisis communication management during the Gomery Commission, redesigning and implementing new strategic communications/marketing strategies. Rebranded the party's image in Quebec and developed a media strategy aimed at developing better relationships with the media and generating strategic coverage of the party's policy platform.*

- Assembled and led a team of 75 communications professionals across the province of Quebec, liaising them with 14 regional communications managers and leveraging innovative online communication tools and methods.
- Made the internet a central strategic tool by developing LPC(Q)'s first online strategy and oversaw the development of an interactive website on ASP.Net, together with a micro website to all candidates during the 2005 federal elections - a first in Canada!
- Produced and edited quarterly/monthly/annual reports, numerous presentations, press releases and speeches; supervised the creation of a monthly HTML-based newsletter distributed to 25,000+ Liberal members.

**National Delegates Secretary & Policy Coordinator****Sept. 2004 – Apr. 2005**

Liberal Party of Canada — Ottawa, Canada

*Successfully organized the election process for thousands of delegates from across Canada and the conduct of the Leadership Endorsement Ballot for the 2005 National Biennial Convention and Leadership Review.*

- Ensured maximum participation of approximately 5,000 delegates, earning \$2.4M in profit.

**Communications Manager** | Liberal Party of Canada — Toronto, Canada**Mar – Aug 2004****Senior Consultant, Project Manager** | ARCA, Communications Consulting — Paris, France**Jan 2002 – Feb 2004**


---

**ACADEMIC ACHIEVEMENTS**


---

**Webmaster Professional Training** | EPF École d'ingénieurs — Sceaux, France**2001****MBA** | McGill University — Montréal, Canada**1999 – 2001***Specialization: Marketing Communications Strategy — GPA: 3.86/4.0***MA International Relations** | McGill University — Montréal, Canada**1997 – 1999***Specialization: International Relations — GPA: 3.83/4.0***BA Political Science** | McGill University — Montréal, Canada**1994 – 1997***Honours: International Relations (with Distinction)*


---

**NOTABLE PUBLICATIONS**


---

**Co-Author** | *The Quebec Nation: From Informal Recognition to Enshrinement in the Constitution*- *Reconquering Canada: Quebec Federalists Speak Up for Change*, Douglas & McIntyre, Toronto, Canada**2008**- *Reconquérir le Canada: Un nouveau projet pour la nation québécoise*, Éditions Voix Parallèles, Montréal, Canada**2007**


---

**TECHNICAL PROFICIENCIES**


---

- |                           |                            |                                   |
|---------------------------|----------------------------|-----------------------------------|
| • MS Office Product Suite | • Dreamweaver & Publisher  | • Drupal, WP & Joomla CMS         |
| • MS Project & Asana      | • DHTML, HTML5, CSS        | • Google Analytics & SEO          |
| • Acrobat Photoshop CS6   | • PHP, MySQL, SQL, ASP.NET | • Hootsuite & Major Social Media  |
| • InDesign, Illustrator   | • JavaScript, Java, AJAX   | • PaaS & Cloud Computing Services |

---

**VOLUNTEER EXPERIENCE**


---

**Founding President** | Consultants without Borders (CWB) — Montréal, Canada**2016 – 2017****Project Manager** | Consultants Sans Frontières (CSF) — Paris, France**2002 – 2003****Project Manager** | UNICEF Canada — Montréal, Canada**1997 – 2001**