



## Valérie Laplante

Director, Regional Business Development

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Valérie is the Regional Business Development Director for the Montréal office. She is responsible for the Montréal office's business development strategies. She provides strategic advice on business development, marketing and client relationship initiatives. She also coaches professionals to increase profile and develop revenue generation skills. She is a trusted advisor with over 20 years of experience working in professional services marketing and business development.

### Beyond our Walls

#### Professional Involvement

- Steering Committee President, Montréal Chapter, Legal Marketing Association, 2019-present
- Steering Committee Member, Montréal Chapter, Legal Marketing Association, 2016-present
- Member, International Association of Business Communicators, 2008-2012
- Member, Legal Sales and Service Organization, 2015-2016

#### Community Involvement

- Volunteer, BLG Reads to Kids Program, 2012-present
- Steering Committee Member, Fondation de l'autisme, 2019-present
- Member of the Board, CPE La Relève V.-S., 2012-2016 (President, 2015-2016)

## Education

- Master in Communications, Université du Québec à Montréal, 2008
- BAA, HEC Montréal, 2001

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