

# **ANTONIN BOISVERT**

## **Career and Personal Paths**

I am a trained social psychologist (specialization in communication and occupational science organization). My career history illustrates my versatility: National director of French radio broadcasting at Radio-Canada, vice president and assistant director general at Radio-Québec, assistant deputy minister of marketing and broadcasting at Statistics Canada, vice rector of communication at UQAM, associate commissioner-general at the CIDEM of Montreal, and vice president of communications at Radio-Canada-CBC.

## **Why I Became an Entrepreneur or Administrator**

Because my professional training equipped me to be a leader and senior executive in almost all communication areas: journalism, university teaching, scientific research, publishing, marketing, and public institutions.

## **Why I Am a Mentor**

Because mentoring is an excellent way to contribute to the success of young entrepreneurs who build our society in a responsible way.

## **My Guiding Values**

Volunteering to make society livable, establishing high-quality education, and continuing research into the best democratic values.

## **My Passions and Interests**

Reading, classical music, movies, tennis, and my grandchildren's education.