

# **DOMINIC SICOTTE**

## **Career and Personal Paths**

I studied in psychology and have a degree in programming. I am first and foremost a family man, a father of four young girls! For over 15 years, I have been a digital branding expert, helping businesses and public figures develop their audience and clientele by using videos, live streaming, and online audio. I am also a certified trainer in Web development, electronic commerce, customer service, marketing, and management. I am the founder and, since 2012, the managing editor of EnAffairesAvecPassion.com, a Web platform for entrepreneurs.

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

So I could realize my vision and put together projects I was passionate about . . . and make money at it! Also for the adrenaline from always being in the line of fire and being free to push my ideas to the limit of my own efforts.

## **Why I Am a Mentor**

I have been mentored for over 10 years. My mentor has had an enormous impact on my professional and personal life, and I want to give back what I received.

## **My Guiding Values**

Family, respect, generosity, and giving hope.

## **My Passions and Interests**

My four daughters, helping others go into business, and, especially, transmitting to my daughters the desire to follow their passions.