

MARIE-CLAIRE GOYETTE

Career and Personal Paths

I am the president of Gemco inc., a lecturer, and a trainer. I hold degrees in psychology from the Université de Montréal, industrial relations, and marketing and I also obtained a certificate of achievement from the MIT. I have worked in several large companies, such as L'Oréal Canada and Essilor Canada, as a marketing manager, before founding Gemco inc., a consulting firm specializing in marketing and communications strategies. I also wrote a book entitled Valeurs et VITESSE - mieux communiquer pour être ReMarké, a reflection on human values in the technological era of communications-marketing. I have been a mentor since 2005 and was head mentor in 2014.

Why I Became an Entrepreneur or Administrator

I am an administrator because it is my area of expertise and because I have always loved my profession. I come from a family of entrepreneurs.

Why I Am a Mentor

To pass on my 30 years of experience and expertise.

My Guiding Values

Generosity is important because it is a human value.

My Passions and Interests

Reading, skiing, golf, and especially horseback riding. It is through contact with horses, such noble animals, that I focus on the real values of life.