

MARCO BERNARD

Career and Personal Paths

I am a serial entrepreneur and the father of four beautiful young girls. I have had the opportunity to be involved in several areas over the course of my career. I was a volunteer in basketball and a hockey coach for a few years. I am now involved with a junior hockey team in several positions and as a volunteer. I own a family business that has been running since 1956. First established in clothes making, the business now comprises several departments offering personalized products to our clients. More recently, I have been working as a self-employed consultant and coach in marketing.

Why I Became an Entrepreneur or Administrator

To have the opportunity to create projects that satisfy my ambitions and find solutions to the problems they may entail. Because the adrenaline associated with realizing a project that I shaped from A to Z is without a doubt the strongest drug I know of!

Why I Am a Mentor

To transmit the values and attitude required of entrepreneurs. School and trainings give us a lot of knowledge, but they do not teach us about how to harness our entrepreneurial skills by adopting the right attitude and being aware of our business's potential.

My Guiding Values

Commitment, perseverance, pushing one's limits, and curiosity are the values that drive me and continue to grow over time.

My Passions and Interests

To transmit to young people the desire to push their limits, especially in sports, entrepreneurship, marketing, and family activities.