

# MICHEL CÔTÉ

## **Career and Personal Paths**

I spent my entire professional life in agriculture, more specifically in dairy farming, for over 40 years. I worked for a Swedish multinational specializing in milking equipment. I was head of a dairy equipment dealership with eight employees. I worked mainly in sales, marketing, and project consulting, planned dairy complexes, and introduced new technologies and milking robots.

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

To satisfy my desire to share my energy with the consulting profession, with the same company, and with the translation profession. This undertaking fills up my week-ends. I can also better manage my schedules in order to spend more time with my family, which was not always easy.

## **Why I Am a Mentor**

To share some of my experience through individual guidance to help people enjoy their experience as entrepreneurs.

## **My Guiding Values**

Ambition, honesty, integrity, and know-how.

## **My Passions and Interests**

Family and challenges.