

Christine Héлары

An entrepreneurial mind with international and large corporations experience

SUMMARY

Born and raised in France, I have lived for 25 years in Montreal, 7 months in China and 9 years in the US. I am moving back to Montreal.

After getting my MBA in the USA, I have worked for 15 years in the pharmaceutical industry, acquiring an extensive experience in marketing research, marketing management and market access. I then worked in several advertising agencies.

For the past 15 years, I have been an entrepreneur, first in web communications (design, branding, e-commerce, online marketing), then in fine foods.

Over 30 years, I acquired the reputation of being a strategic thinker and someone passionate of the impact of communication projects that combine solid strategy and great aesthetics.

WORK EXPERIENCE

2003 to Present - Strateege Health & Biopharma / Strateege Creative Inc., Montreal & USA / Owner & Founder

For 12 years, we have serviced the pharmaceutical and biotech industry, from small start-ups to multinational companies, for small projects and major launches. Projects included complete pre-launch business plan of an Alzheimer drug (Neurochem), corporate image, web development, trade show material, label design and printed materials (Pendopharm, BioSyntech), booth design (BIO show, State of Vermont), corporate image research (Pharmascience). I also acted as director of marketing for Neurochem and then BioSyntech.

In recent years, we have expanded our activities to other industries, particularly the food industry. We have completed several bilingual food labeling mandates for the Canadian and the US market.

2018 - Simply North™, USA / Founder

Simply North is a source of exploration and inspiration for unique, wild and healthy ingredients such as wild Nordic berries, wild mushrooms, edible balsam fir, boreal spices and herbs from the sub-arctic and boreal regions of northern Quebec, other regions of Canada, and Scandinavian countries. See: simplynorth.ca

2015 - 2017 - Cheese Companion®, USA / Owner & Founder

Cheese Companion® was a start-up company in the specialty food industry. Products were a line of cheese accompaniments, manufactured locally and some imported European honeys. They were sold in about 40 stores in New England, in San Francisco (self-distribution) and on our online store. Our online store was the place where cheese lovers come to find a special gift. Most of the graphic and web design, as well as social media were done in-house. See: cheesecompanion.com

Summer 2009 - Harmonie en Héritage, France / Planner & Group Guide

In charge of the planning and leading of a 12-day cultural trip to various regions of France "in the footsteps of explorer Samuel de Champlain" for a 45-people group. Trip was financed by a grant of the US State Department.

2002 - 2003 - Catalpa Design, Montreal / Vice-President, Pharmaceuticals

Responsible for several agency accounts, including multinational companies such as Novartis and Smith & Nephew. In that role, I was in charge of developing numerous marketing programs and materials, including complete launch programs for some pharmaceutical drugs.

2000 - 2001 - Ogilvy & Mather, Montreal / Vice-President, Pharmaceuticals

Responsible for several agency accounts, including multinational companies like Novartis, Stiefel Canada and Bristol-Myers-Squibb. In that role, I was in charge of developing numerous marketing programs and materials, including complete launch programs for some pharmaceutical drugs.

1985 - 1999 - Hoechst-Marion-Roussel, Montreal / Marketing Management, Pharmaceuticals

Various positions: Director of Marketing, Product Manager, Market Research.

CONTACT

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EDUCATION

1982-1983 - Master in Business Administration, MBA

Bowling Green State University, OH, USA

Continuing Education

Graphic Design, Web Design and Photography: classes in these programs: Summer school OTIS School of Design, Los Angeles; Bachelor Program of the School of Design, University of Quebec in Montreal; Certificate Program of Design, Concordia University, Montreal; Diploma of Professional Photography, Photography Institute (online).

ServSafe Food Protection Manager class (accredited food safety certification), 2015

Science & Cooking: From Haute Cuisine to Soft Matter Science (chemistry and physics), HarvardX, online learning of Harvard University 2017 - 2018

PROFESSIONAL SKILLS

- Strategic Thinking
- Analytical Skills
- Project Management
- Creative Thinking
- Graphic & Web Design
- Studio Photography

TECHNICAL SKILLS

Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Wordpress, Woocommerce, Word, Excel, Powerpoint.

CLIENT TESTIMONIALS

See next page.