



## **Michael Fournier, MBA**

### **EXPERIENCE**

Michael Fournier joined the ModelCom team in 2010. He brings an expertise in the areas of marketing and business strategy, which he has acquired through senior planning and strategy roles in different industries, notably the Telecom and Consumer Goods industries.

His experience includes positions in both finance and marketing, providing him with the ability to plan and implement a marketing strategy while maintaining a sound perspective on the profitability picture. His fields of expertise include developing and implementing business and marketing plans, pricing strategy in highly competitive environments, and evaluating the potential effectiveness of strategic alternatives.

Michael holds a MBA from McGill University in the field of Strategic Management.