



# Carole Beaulieu

## Strategy, Innovation & Governance

Carole is a highly creative executive who helps organizations drive growth, innovation and act on opportunities. She has extensive corporate governance, brand, marketing, communications, infrastructure, and public policy experience. Carole's expertise in strategic planning, people and culture, enterprise risk management, revenue generation and her extensive network in business, government, post-secondary, and creative economy sectors make her an invaluable asset for her clients.

### SELECTED ACHIEVEMENTS

- Modernized governance practices with a focus on foresight, and conducted CEO searches for the Canadian Museum of History Corporation, and Groupe Média TFO
- Raised 70M+ for infrastructure and special projects at OCAD University
- Negotiated agreements with developers and the City of Toronto to secure free space including a 10,000 sq ft professional art gallery and a 25,000 sq ft studio for OCAD University
- Increased student recruitment revenue with data-driven marketing and brand strategies
- Developed baseline for a brand strategy at the Canadian Division of Manulife Financial through extensive internal and external market research
- Advised Ontario Cabinet Ministers on strategy, policy, and complex issue management
- Thought leader in the creative economy sector - television, film, digital media, music, publishing, design, arts and heritage (Tax credits, Ontario Heritage Act, OCAD University Act, Policy)
- Developed business plans and conducted government relations, marketing and fundraising strategies to build the \$90+ million facilities for Canada's National Ballet School
- Appointed to the International Women's Forum – a global network of female leaders

### PRIOR EXPERIENCE

- Four-year mandate as Chair of the Board of the Canadian Museum of History Crown Corporation (Canadian Museum of History and Canadian War Museum)
- Two three-year appointments as Chair of the Board of Groupe Média TFO (Edutech, Media, Digital)
- Vice President, OCAD (Ontario College of Art & Design) University
- Associate Vice President (contract), Manulife Financial, Canadian Division
- Chief of Staff to the Minister: Ministry of Culture, Ministry of Community and Social Services, Office des Affaires Francophones
- Head of Marketing and Development, Canada's National Ballet School
- Sessional Faculty, Strategic Planning in the Cultural Sector, University of Toronto
- Consultant: Ontario Ministry of Culture Tourism and Recreation, Federal Secretary of State, Ontario Arts Council

### QUALIFICATIONS

- ICD.D (Institute of Corporate Directors Designation), Rotman School of Management, University of Toronto
- Innovation Governance Program (iGP), Council of Canadian Innovators
- Graduate Management Diploma, Hautes Études Commerciales, Université de Montréal
- MBA Program studies, Laurentian University
- B.A. Psychology, Laurentian University

