



Marie-Josée Gagnon, APR, President and Founder, CASACOM

Marie-Josée Gagnon is recognized by peers and clients alike as one of Canada's most progressive, passionate and visionary communications experts. In 2001, she founded [CASACOM](#), a boutique-style 'maison' of communications in Old Montreal, to help clients achieve business value through integrated communications. Under her leadership for the past 10 years, CASACOM has cultivated an impeccable reputation for personalized client service, excellence and results. In August 2011, CASACOM opened its second office in Toronto to better service national clients.

Working in a spirit of close collaboration with clients, Marie-Josée and her team provide strategic communications counsel to support the business strategy of some of the country's best-known brands, including Ultima Foods (Yoplait), Gowlings and Corus Entertainment. She is recognized for her expertise in social media, crisis communications and corporate communications.

A graduate of Harvard Business School's Owners/Presidents Management program, Marie-Josée brings innovation, creativity and entrepreneurial flair into all she does. She is actively involved in the Alliance of Quebec Public Relations Firms, in the Worldcom PR Group, as well as in the Garde-Manger pour tous a local charity that distributes nutritious lunches to young students.

Her focus on developing the talents of her people, her commitment to authenticity, and her passion for all forms of communications have not gone unnoticed. In 2004, she was nominated as *Femme de Mérite* (Exceptional Woman) by the Board of Trade of Metropolitan Montreal. In 2006, the National Bank recognized the achievements of CASACOM by designating the firm Gold Winner in the Small Business category for the Montreal region.

A political science graduate from Université de Montréal, Marie-Josée began her career first as a journalist (Montreal La Presse) and then as the press attaché at the Québec Government. Thereafter, she held several key positions within major organizations (Quebec General Delegation in Paris, Laurentian Bank of Canada and AXOR).

Married to Louis-Martin O'Neill, she is the mother of two boys, Philippe and Henri. She is also training to compete in the Montreal Marathon in September 2011.