



(514) 608-9713

## Richard Boileau

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Kirkland, Quebec H9J 2C8  
Residence: (514) 697-9813  
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**A senior executive** with demonstrated expertise in strategic planning, organizational transformation and corporate communications. Strong background in brand management and corporate social responsibility. Experienced in university lecturing.

- **Developed effective strategies** to deal with threats and opportunities in turbulent markets and changing environments.
- **Monitored and interpreted** to senior executives emerging trends that required innovative, timely and sensitive responses.
- **Successfully developed** strategically targeted programs and process optimization initiatives.
- **Led multidisciplinary teams** in the successful resolution of issues and crises.
- **Helped redefine corporate missions** and effectively restructured communications organisations
- **Planned and directed** several government relations and marketing communications campaigns that resulted in multimillion-dollar business deals.
- **Developed integrated branding** norms for coherent and compelling communications.
- **Established a systematic approach** to employee communications.
- **Designed and organised** government publicity missions to the U.S. and Europe; planned, managed and evaluated domestic marketing programs which were endorsed by industry leaders.
- **Built partnerships** with stakeholders to affect human resources and business issues, and change attitudes and behaviours.
- **Conceived and successfully conducted** a comprehensive government relations program and related advocacy campaign to persuade the federal government to proceed with a politically sensitive procurement by mobilising a broad-based coalition of stakeholders.
- **Contributed to the corporate restructuring** by implementing a review of the department's mandate and resources.  
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- **Successfully prepared communities,** customers and employees for difficult organisational changes that resulted in multi-million-dollar productivity improvements and lucrative multi-year sales.
- **Assisted in developing a policy framework** for achieving corporate goals and objectives.
- **Improved corporate planning** by introducing opinion research into marketing strategies and business plans.
- **Introduced research** as the driving force in the development and execution of nation-wide internal and external communications programs.
- **Raised almost \$70,000** for relief and development projects in Malawi.

## Academic & Professional Training

- **MA (Theological Studies)**  
Concordia University, Montreal
- **Certificate in Spiritual Direction**  
(Group and Individual)  
Dominican University College, Ottawa  
Via l'Institut pastorale des dominicains  
and Centre Le Pèlerin, Montreal
- **Journalism Diploma** (now Bachelor of Arts)  
Ryerson University, Toronto.
- **Marketing Management Diploma**  
Ryerson University, Toronto.
- **Public Relations Certificates**  
Canadian Public Relations Society, Toronto.
- **General Management Program**  
Bishop University, Lennoxville  
(Intensive six-week residential executive  
MBA-style program)
- **CN Leadership Program**  
(Modules for senior executives totalling more  
than twenty days in residence)
- **In addition,** attended dozens of seminars,  
conferences and university courses on topics  
ranging from advanced public relations strategies  
to executive presentation techniques; from  
labour relations to public policy; from psychology  
to theology, and much more.

# Professional Experience

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**RICHARD BOILEAU**  
PLANNING + MANAGEMENT +  
COMMUNICATIONS STRATEGIES  
2013 - Present

Our mission is to assist businesses and not-for-profit organizations to achieve superior results through innovative planning, effective management and sustainable communications. Special focus on the planning and management of communications strategies, and brand transformation.

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**HEALTH PARTNERS INTERNATIONAL  
OF CANADA**  
2003 – 2013

**EXECUTIVE VICE PRESIDENT AND CHIEF  
OPERATING OFFICER**  
Provide direction in matters of strategic and program planning, management and evaluation, and relations with key stakeholders and program partners.

.....  
HPIC is a not-for-profit relief and development organization that works through partnerships, without discrimination and according to Christian values, to increase access to medicine and improve health in the developing world.

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**BELL CANADA**  
2001 - 2002

**DIRECTOR, CORPORATE COMMUNICATIONS**  
Provided value-added strategic counsel to senior management as well as support for the Human Resources function’s overall communications requirement.

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Bell is Canada’s largest communications company.  
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**MASSY-FORGET PUBLIC RELATIONS**

1997 - 2000

**VICE-PRESIDENT & GENERAL MANAGER**

Provided strategic counsel and services to clients in a variety of sectors principally in the areas of issues management, strategic planning, media relations, internal communications, community relations, corporate reputation management, brand management and crisis communications.

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Founded in 1982, the consulting firm offers a complete range of professional services to major companies and organizations.

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**LOCKHEED MARTIN CANADA**

1995 - 1996

**DIRECTOR OF COMMUNICATIONS**

Directed all external communications across Canada, including community, government and media relations; advertising and marketing communications.

.....  
A global aerospace, security and advanced technology company.

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**CN**

1979 - 1994

**DIRECTOR, PUBLIC AFFAIRS AND ADVERTISING (HEADQUARTERS) 1993 - 1994**

Developed and managed policies and programs in all areas of external and internal communications. Directed the Corporate Library and Linguistic Services.

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One of Canada's largest corporations, CN markets rail and related freight transportation services across North America and abroad.

# Academic Experience

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## LECTURES

**Occasional university guest lecturer** at l'Université de Montréal and Concordia University in:

- Journalism: Public Relations
  - Communications: Crisis Intervention
  - Community and Public Affairs: Not-for-Profit Communications
  - Theological Studies: Christian Spirituality: The Franciscan Tradition; The Church and AIDS in Africa
  - Theological Studies: Spirituality and Aging: Loss and the Elderly
  - Theological Studies: Pastoral Ministry: Spiritual Development and Mentoring; Dealing with Loss; Managing Group Dynamics; Effective Communications in Ministry
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## PUBLICATIONS

- **"A Lonergan View of Francis of Assisi on Consciousness, Conversion and Communication"**  
The Cord - A Franciscan Spiritual Review (Jan.-Feb. 2006) pp 3-22.
  - **"Sub-personalities and Authenticity: A Model of Intervention in Spiritual Direction"**  
The Way - A Review of Christian Spirituality (January 2009) pp 26-36.
  - **"The Great Communicator of Assisi: How Francis Transmitted his Spiritual and Religious Insights"**  
The Cord - A Franciscan Spiritual Review (April-June 2009) pp 131-153.
  - **"Spiritual Transformation through Transcending Loss"**  
Presence – An International Journal of Spiritual Direction. September 2010.
  - **"Consolation of Mind and Heart: The Search for Meaning and Happiness"**  
The Way - A Review of Christian Spirituality (October 2010) pp 17-30.
  - **"Dealing with Loss: Balthasar's Three Forms of Abandonment"**  
The Way - A Review of Christian Spirituality (April 2012) pp 67-82.
  - **"The Fragmented Self at Prayer"**  
Human Development Magazine (Summer 2012), pp11-17.
  - **"Falling with Grace to Grace"**  
Human Development Magazine (To be published in 2013)
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## PUBLIC LECTURES

- **"Meaning and Authenticity in Franciscan Spirituality,"**  
Oxford University 2011
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## BOOKS IN PROGRESS

- **How our Hearts Burned: Mentoring the Bereaved**
- **Finding True Joy: Our Search for Meaning**
- **Letters from Assisi: Contemporary Reflections on Franciscan Spirituality**
- **Desert Crocuses: A Collection of Gospel Reflections on Daily Life**