

Managers Bios

1 Valerie Creighton (*President and CEO*) – Valerie Creighton is a cultural industry leader with more than 30 years' experience directing some of the country's most important organizations in the sector. Valerie is an expert in organizational change, and has been recognized as a visionary in promoting Canada's cultural wealth. She currently serves as President and CEO of the Canada Media Fund, which she guided through its transformation towards an advocate of successful, innovative Canadian content and software applications for current and emerging digital platforms. Valerie has taken part in foreign trade missions, and been recognized with numerous awards nationally and from her home province of Saskatchewan, where she owns and operates the Red Horse Ranch.

2 Stéphane Cardin (*VP, Industry and Public Affairs*) – Stéphane Cardin has over fifteen years of experience in the film and television industry. Since joining the organization in June 2006, Mr. Cardin maintains an ongoing dialogue with industry and government stakeholders, leads the development of policies and programs, and reinforces the positioning of the CMF within the industry.

3 Sandra Collins (*VP, Operations and CFO*) – Sandra Collins has over ten years of experience in the broadcast and production industry. Since joining the organization in 2007, she leads the Finance, Legal, Compliance, IT, and Corporate Services teams, and is responsible for reporting on these areas to the CMF Board's Audit Committee.

4 Maurice Boucher (*Director of Marketing and Communications*) – Maurice Boucher has twenty five years of experience in marketing and communications in various fields including broadcasting. Since joining the CMF in January 2012, he oversees the corporation's online communications, public relations, media relations and government relations strategies in addition to implementing marketing tactics targeted to the CMF's audiences.

5 Catalina Briceño (*Director, Industry and Market Trends*) – Catalina Briceño has over thirteen years of experience in the audiovisual and new media industry. Her role is to ensure that the policies for supporting the production of Canadian television and digital media content are aligned with emerging developments in Canada and internationally. Ms. Briceño provides the CMF with the industry intelligence necessary to develop effective policies and shares research results with stakeholders.

6 Nathalie Clermont (*Director, Program Management*) – Nathalie Clermont has worked for more than twenty years in the film and television industry, with extensive experience in financing. As Director of Program Management, she is a key advisor on CMF policies and programs, ensures consistency in service standards and the application process, and ensures that all file analyses are accurate, fair, and consistent, in accordance with the CMF Guidelines.

7 Paul Dubal (*Corporate Secretary*) – A UK law graduate and a qualified chartered secretary, Paul Dubal has had over ten years of senior level experience working with corporate boards in professional services and in the financial sector before joining CMF as corporate secretary to advise the Board on developing its governance structure.

8 Julie Look (*Director, Research*) – Julie Look has over fifteen years of experience in Canada's television industry. As Director of Research, she monitors Canadians' media consumption behaviour, reports on the performance and trends of CMF-funded programs and the calculation of CMF Performance Envelopes.

9 Roxane Girard (*Director, CMF Program Administrator, Telefilm Canada*) – Roxane Girard has over fifteen years of experience in Canada's film and television industry. As Director, CMF Program Administrator – Telefilm Canada, Ms. Girard leads a cross-country team that is responsible for the administration of the application process for the CMF.

