

## **JULIE BÉDARD JOINS BFL CANADA AS VICE-PRESIDENT, STRATEGIC POSITIONING AND BUSINESS RELATIONS—EASTERN QUEBEC**

**MONTREAL, SEPTEMBER 6, 2023** — BFL CANADA is pleased to announce the arrival of Julie Bédard as Vice-President, Strategic Positioning and Business Relations—Eastern Quebec. Reporting to the Regional Vice-President—Eastern Canada, Frédérik Pelaez, Julie will join BFL CANADA on September 11 and will be based in the Quebec City office.

With over 30 years of experience as a lawyer, manager and businesswoman, notably in finance, insurance, real estate and economic development, Julie played a crucial role in Réseau Mediacart's acquisition-led growth strategy before joining BFL CANADA. She became the first woman in history to serve as President and CEO of the Quebec City Chamber of Commerce and Industries. Julie has many years of experience in governance and has launched numerous development programs to support and coach leaders and entrepreneurs. She is involved with several organizations and businesses, actively participating in their growth and sustainability as an entrepreneur, director and investor.

Julie is deeply involved in her community, notably with Université Laval and the Orchestre Symphonique de Québec, and with causes that promote and empower women in Quebec. In addition to co-founding the Female Leadership program, she has contributed to the roll-out of the A Effect in Quebec City, is an ambassador for the Quebec City YWCA, a leader of Fit Spirit and a member of the Conseil du statut de la femme. In 2020, she won the Leadership, Femme d'Exception award at the national Les Mercuriades competition.

*"We are happy to welcome Julie among us, I am sure her experience, vision and business relationships will enable her to raise BFL CANADA's profile in Eastern Quebec, where she will strategically support business growth and development."*, has declared Frédérik Pelaez, Regional Vice-President—Eastern Canada.

## ABOUT BFL CANADA

Founded in 1987 by Barry F. Lorenzetti, BFL CANADA is one of the largest employee-owned and operated Risk Management, Insurance Brokerage, and Employee Benefits consulting services firms in North America. The firm has a team of over 1,200 professionals located in twenty-four cities across the country. BFL CANADA is a founding Partner of Lockton Global LLP, a partnership of independent insurance brokers who provide Risk Management, Insurance and Benefits Consulting services in over 140 countries around the world. For more information, visit [bflcanada.ca](http://bflcanada.ca) and follow us on LinkedIn, Twitter and Facebook.

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### Source: BFL CANADA

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