

Melanie Dunn Is Named CEO of Cossette in Canada

Montreal, PQ, June 03, 2015: Melanie Dunn, President of Cossette's Quebec operations for the past two years, is assuming broader responsibilities for all Cossette offices nationally as the new President and Chief Executive Officer of Cossette, Canada.

"This business is all about talent and great leadership and Melanie has demonstrated both qualities," says Brett Marchand, President and CEO of Cossette parent company Vision7 International. "Most importantly, she has helped foster that within Quebec. She is now ready to share that leadership across the entire organization by taking on a broader role within the company."

Dunn, who has been with Cossette for 15 years and whose roots are in CRM, reflects the changing priorities and focus of the marketing communications industry as it continues to adapt to a new reality where technology has transformed everything and where the possibilities are infinite. Dunn represents a new, emerging generation both within the industry and at Cossette.

"Cossette has been constantly evolving, particularly over the past several years," says Dunn. "We have taken huge strides towards maintaining leadership in our industry and creating new tools for our clients, while also staying true to our roots," says Dunn. "Cossette has asserted itself as an independent, integrated agency that is up to date in such areas as ecommerce, data and mobile, while remaining client-focused and people-oriented. At the same time we have retained all the core values that have made Cossette successful through its 40-plus years, which include entrepreneurialism and innovation."

Dunn has risen steadily through the ranks at Cossette since joining the agency's Montreal office in 2000. Under her leadership, the Montreal and Quebec City offices have performed extremely well both in terms of communications product and growth, adding a number of prestigious new clients to the agency roster, including Aeroplan, Royal Canadian Mint, Via Rail and TELUS.

Dunn will continue to report to Vision7 CEO Marchand, who will also maintain a senior executive role as CEO of Cossette North America.

"I feel privileged to be taking on the role of Cossette CEO for Canada," says Dunn. "My goal will be to build on the Cossette legacy of strong leadership in all our individual offices across the country. My intention is to help our leaders build on their talents and to make sure that they have all they need to be as successful as possible."

Dunn will continue with her executive role as a member of the Vision7 Executive Management Team. Her promotion to Cossette CEO comes five months after the majority of the North American assets of Vision7 was acquired by Beijing-based BlueFocus Communications Group, whose entire international businesses are currently operated by BlueFocus International, a dedicated organization aiming to realize the whole group's vision of globalization. Having Vision7 join the BlueFocus family is an important strategic move for the company.

For further information:

Mark Smyka

416-306-6594 / mark.smyka@v7international.com