

## Contact

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(LinkedIn)

## Top Skills

Board Governance

Nonprofit Board Development

Financial Modeling

## Languages

English

French

## Publications

Economie des applications, un  
secteur d'avenir pour le Québec

L'économie des applications au  
Québec – Pour le développement  
d'une économie des applications en  
soutien à l'industrie des contenus  
numériques

# Francois Bedard

Senior Advisor Innovation with a focus on Digital Identity + Team  
Leader to enable Smart Building Roadmap

Montreal, Quebec, Canada

## Summary

Linking brands to markets, understanding behaviors, developing new connected services and driving revenues to develop more relevant innovative digital services for citizens & consumers :- ) = mapping the full value chain. Cumulating more than 25 years in digital media, François Bédard is recognized as one of the pioneers of the sector in Montreal and also as an international keynote speaker.

He worked has a Strategic Advisor for DIACC, Forum In Cyber North America and Europe, NUMANA, MEC, Agorize, MIS, AEECCQ, CATALAXY RCTG, Cities, MIPIM Canada, Reseau Environnement, Societe des Casinos of Quebec, Bombardier Transport, Samsung Smart TV Division, Technicolor, Ulule Canada / Banque Nationale, Quebec Government / Transportation Electrification Plan 1.0, ICTC, French Embassy in Ottawa, Associate director, strategic alliances at Sympatico.MSN / Bell Canada & Microsoft and was a strategic advisor, consultant, marketing director and senior account executive for technological groups like NOVIPRO / IBM part of the Digital Media Factory team with INA, BT, SRC / CBC and also for Public Technologies Multimedia with the creation of the MyVirtualModel.com

He also launches new media divisions for advertising agency like PALM Publicite for VW, Publicis, and Keyrus in Paris. He is also involved with the Creative Industries and Media, Cinema & TV producers, broadcasters and advertisers to help them leverage digital media into a new line of business.

Keynote speaker and moderator

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## Experience

PLAN B Developpement Inc.

CEO & Founder PLAN B Developpement Inc & Associates

November 2009 - Present (15 years)

Montreal, Canada Area

Senior Advisor Innovation = Facilitator + Leader to enable Smart Building  
Blockchain Roadmap for Technology Contractor

Clients : Numana / Develop the Empathic Building vertical with partners and the creation of the Quartier Empathic Framework , ICTC, Casinos du Quebec, / Loto Quebec, Agorize, MIS, AEECCQ, CATALAXY RCTG, City of Sherbrooke, MIPIIM Canada, Reseau Environnement, La Grande Roue de Montreal, Casino de Montreal, Ulule Canada, La Guerre des Tuques 3D, Bombardier Transport, Montreal International, Montreal en Histoire / Cite Mémoire, SAMSUNG Smart TV, Technicolor Creative Service VOD, Telefilm, NFB, Devito / Verdi, ICTC, French Embassy in Canada, Production Minos Ltee, Production iVision, collaboration with Dr. Marie-José Montpetit / MIT on Social TV, CEFRIO, INIS, On Screen Manitoba, BCTQ, Media Biz International, Mobilyls.org, Nexalogy Environics, V Interactions (develop & build the first Facebook Application for V Interactions to enable an interactive experience of the TV Show "Un souper Presque Parfait" )

Digital ID and Authentication Council of Canada

Senior Development Officer, Francophone Canada Ambassador

April 2020 - Present (4 years 7 months)

Montreal, Quebec, Canada

DIACC mission is to unlock interoperable capabilities of the public and private sector to secure Canada's full and beneficial participation in the digital economy by fulfilling the following strategic goals :

- a) Create, publish, and evolve the Pan-Canadian Trust Framework and identify the legislative needs to support the vision.
- b) Accelerate interoperability by securing adoption of the Pan-Canadian Trust Framework by businesses and governments.
- c) Design, develop, launch a certification program aligned with market needs.
- d) Raise profile of Canada's digital identity innovation via the DIACC as Canada's digital identity forum.
- e) Create Canadian expertise and intellectual property for excellence in digital identity.

AquaAction

Coach Aqua Entrepreneur Program

March 2024 - Present (8 months)

Greater Montreal, Quebec, Canada

AquaAction : Our mission is to restore freshwater health in North America. We make this happen by engaging talented young innovators, activating their technologies, and supporting them as they turn their solutions into results. Our health, our ecosystems, and our future depend on the choices we make.

#### Feerie du Quebec

Board Member

June 2023 - Present (1 year 5 months)

#### InCyber Forum (FIC) - NORTH AMERICA

Senior Advisor & North America Ambassador

January 2023 - Present (1 year 10 months)

Montreal, Quebec, Canada

To promote international cooperation, spread innovation at the global level, and consolidate links between Europe, Canada, and the United States in the field of digital trust and security, a North American FIC will be organized each year in Montreal. The 2nd Edition will be October, 25 & 26, 2023

#### MAPP\_MTL

Board Member, Lead MAPP Pro & MAPP\_MTL - International Projection Mapping Festival of Montreal

June 2022 - Present (2 years 5 months)

Montreal, Quebec, Canada

MAPP was born in 2016 from the desire to offer a showcase for Montreal talent while democratizing and promoting the development of video mapping. MAPP International Network include MAPP MTL + MAPP France + MAPP Tokyo. The 1st edition of the MAPP Pro will be held from September 27th to 28, 2023 during the 8th edition of the International Projection Mapping Festival - MAPP\_MTL will be held from September 27th to 30th, 2023

#### Énergie Solaire Québec

Senior Advisor Innovation Énergie Solaire Québec

January 2020 - Present (4 years 10 months)

Montreal, Canada Area

Énergie Solaire Québec est le seul organisme sans but lucratif indépendant à faire la promotion des énergies renouvelables au Québec depuis 1983. En assumant le rôle d'intermédiaire entre le consommateur/utilisateur public et les acteurs corporatifs, ÉSQ a pour mission primordiale d'informer, d'éduquer et de sensibiliser tous les Québécois et Québécoises à l'utilisation optimale des ressources énergétiques et de favoriser l'émergence au Québec de la filière des énergies vertes

## buildingSMART Canada

Member

May 2019 - Present (5 years 6 months)

Montreal, Canada Area

Vision : Proactively facilitate with key leaders the active use and promulgation of open data standards enabling civil infrastructure and building asset data and life-cycle processes to be seamlessly integrated, improving the value achieved from investments in the built environment and enhancing opportunities for growth.

## Content Authenticity Initiative

Member

January 2024 - Present (10 months)

Montreal, Quebec, Canada

Authentic storytelling through open standards and Content Credentials.

The Content Authenticity Initiative (CAI) is a community of media and technology companies, non-profits, creatives, educators and many others working to promote adoption of the open C2PA standard for content authenticity and provenance. Explore the CAI's open-source tools, powering Content Credentials, verifiable details or digital "nutrition labels" about how content was created.

<https://contentauthenticity.org/>

## Futurpreneur Canada

Business Mentor Futurpreneur Canada

January 2018 - Present (6 years 10 months)

Montreal, Canada Area

Futurpreneur helps aspiring business owners aged 18-39 launch successful businesses across Canada.

## Accelérateur Innovation Durable

Co-fondateur

September 2017 - Present (7 years 2 months)

Montreal, Quebec, Canada

## Numana

Senior Advisor Think Thank HUMANITEK + Lead Empathic Building & Empathic Neighborhoods Framework

November 2019 - December 2022 (3 years 2 months)

Montreal, Quebec, Canada

Humanitek is Quebec's technology think tank. It is the innovation catalyst at the heart of TechnoMontréal, whose goals are to analyze and identify emerging technologies, assess their impacts, and work with the industry to facilitate their early adoption and integration.

Maison de l'innovation sociale

Mandat : Conseiller Innovation et Maison Intelligente projet LANVA  
March 2019 - March 2020 (1 year 1 month)

Région de Montréal, Canada

Mandat : Pre-selectionner des partenaires technologiques dans le cadre du projet LANVA de la MIS

AEÉCQ - Association des estimateurs et des économistes de la construction du Québec

Mandat : Conseiller en Innovation Ville + Building + Mobilité Intelligente  
February 2019 - February 2020 (1 year 1 month)

Montreal, Quebec, Canada

Accompagnement stratégique de AECCQ avec axes sur Intelligence Artificielle pour le domaine de la construction avec SQI et MTQ, 5G, Cybersecrurité, Ville Intelligente, Building Intelligent, Mobilité Intelligente, Formations, Certifications et responsable du comité aviseur avec des partenaires complémentaires comme CISCO + Microsoft + Gowlings + Catallaxy / RCGT

Catallaxy

Mandat - Conseiller Innovation Ville Intelligente Données Ouvertes  
December 2018 - January 2019 (2 months)

Région de Montréal, Canada

Accompagnement stratégique pour Ville intelligente et priorisation des données ouvertes vers une fiscalité municipale innovante

International ArtsGames Committee ( IAC ) & ArtsGames 1 Ltd  
Chief Digital Officer

December 2015 - July 2016 (8 months)

Montreal, Canada Area

Mapping digital capabilities to strategic priorities, Senior Roadmap strategist, Executive sponsor for Digital process Innovation, Digital revenues, E-Commerce, Digital Marketing and social media. Digital Content Multiplatform Distribution in partnership with the city of Montreal, the IOC in Lausanne and the Olympic Channel. ArtsGames mission is to demonstrate the excellence

which exists in all cultures by providing the world's best aspiring artists with access to a highly visible world stage inclusive of artists from all cultures who have excelled in their respective art forms.

## Ulule

Director, Ulule Canada

July 2014 - December 2015 (1 year 6 months)

Ulule: The 1st European crowdfunding site. Already 7483 projects financed with success. Make good things happen!

## Technicolor

VOD Strategist & Business Development for Technicolor Media Services

May 2013 - July 2014 (1 year 3 months)

Technicolor is among the world's leading suppliers of digital content delivery services, providing ingest, QC, packaging and delivery of multistandard formats, to service providers and broadcasters worldwide.

Our strategy : Lead innovation in media monetization solutions

My Focus is on : VOD, SVOD, OTT, iTunes, Netflix and video content applications in partnership with the operators and service providers.

## TV App Agency

Senior Sales agent North America TV App Agency

December 2011 - January 2014 (2 years 2 months)

Montreal, Canada Area

Clients in Canada : Tou.tv / SRC + NFB + Pelmorex Inc ( Meteomedia / Wheeler Network / El Tiempo )

Company headquarters are located in Piccadilly Circus, Central London. We also have regional offices in Munich - Barcelona - Lisbon - Montreal - Doha - Germany - Spain - Portugal - Canada - Qatar

## Specialties

Multi-Platform app development, TV App Engine, Samsung TV apps, LG TV apps, Panasonic TV apps, Philips Apps, T-Commerce, Mobile Payments, Connected TV, Smart TV, Gaming Console app development, Mobile & Tablet app development

## Samsung Electronics

Senior Advisor and roadmap strategist for Samsung Smart TV products  
June 2012 - December 2012 (7 months)

Toronto, Ontario, Canada

Senior advisor to the management in charge of the Smart TV products to secure content deal with top broadcasters in Canada to support co-marketing deal.

## SAT : Societe des arts technologiques / Society for arts and technology

Head of Strategic alliance and corporate development SAT  
July 2011 - December 2011 (6 months)

Montreal, Canada Area

Driving partnerships within the SAT Ecosystem with the private community. Alliance management support to internal team and managing senior level relationships and driving business initiatives to support SAT growth.

## lvi\*studio

2 years

Senior strategic planner, multiplatform experience lvi\* studio  
August 2009 - November 2009 (4 months)

Create, develop and deliver the transmedia experience of "Generation Inc" with TELUS Qc Business Solutions

Director, Digital media & Marketing solution lvi\*studio  
December 2007 - August 2009 (1 year 9 months)

Montreal, Canada Area

Shaping an existing digital media future ... with content, brands & applications such as TV Widgets for niche audience on social TV network.

We define an unique brand experience with commercials goals and measurables objectives. We deliver an engaging design, we produce and operate unique multiplatform solutions.

Customers : TELUS Business Solution, ZONE 3, Pixcom, Corporation Image, Nortel, Canal Evasion, Serdy Video, B-612, SVY&R - Saint-Jacques Vallee Young & Rubicam / MediaEdge

## Bell Canada

Associate Director, Strategics Alliances for SYMPATICO.MSN  
October 2006 - December 2007 (1 year 3 months)

Sales and Business Development and content deal integration. Red Bull Crashed Ice LIVE on March 3rd 07 on SMSN, Connected Life Webisodes with Chalk Media, VDO tech and Tech Up for Dumoulin, Transunion, Carat, OMD, TransUnion, date.ca, etc

## SIXIEME SENS

President

June 2005 - October 2006 (1 year 5 months)

Consultant in digital media distribution for DIGIMART, INIS, Technicolor Canada, Technicolor Interactive and Sphere Media Plus

## NOVIPRO

Vice-president, sales & business development and Head of digital media solutions NOVIPRO

February 2002 - June 2005 (3 years 5 months)

Montreal, Canada Area

Strategic sales development and consulting, including business plan & sales strategy development.

Customers are : Radio-Canada, Musée Juste pour Rire (digital archives), lvi\*studio, Canarie ( Digital Archives of Jacques Bouchard ( Pierre Savard : Centre des Archives Publicitaires du Quebec ), Cineclix (first canadian VOD provider in Canada), DVDsoon.com, Snell & Wilcox, MXF Academy (launch of the initiative with SNELL & WILCOX) for SRC, Telequebec, Astral and TQS Quebec, Buzz, Bombardier

Strategic alliance developed and delivered with SOFTIMAGE

## SIXIEME SENS

President

September 2001 - February 2002 (6 months)

Customer intelligence solutions and strategic planning (relationship marketing solutions) and worked with Publicis Montreal

## Keyrus USA

Vice-president, sales & business developement KEYRUS USA

January 2001 - August 2001 (8 months)

Montreal, Canada Area

Business plan to relaunch the Montreal office and the launch of a Marketing Intelligence solutions for the Paris office.



## Havas

Director, new media for PALM Publicité / Now Havas group  
February 2000 - December 2000 (11 months)

Responsible for the launch of the interactive division. Business plan, recruiting, strategic planning, training, supervising a group of 15 peoples. 20% of the revenues of the agency were coming from the interactive group. Helping customer of the agency capitalize on new media strategy. Was part of the ebusiness committee of VW North America

Customer are : VW, Festival Nouveau Cinema & Nouveau Media, Michelin, Labatt (biere.com), Budweiser

## Public Technologies Multimedia / My Virtual Model

Account executive, Marketing Director and Head of digital consulting  
Public Technologies Multimedia  
September 1996 - February 2000 (3 years 6 months)

From an account exec to marketing director position to head of consulting including the creation of the My Virtual Model product for Groupe San-Francisco / Galeries Lafayette in Paris and winning key account such as Domtar, Microcell / Fido, Look TV, Telesystem, Hydro-Quebec, Bombardier, Belair Direct and others, the team at Public Technologies Multimedia was very unique.

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## Education

### HEC Montréal

Marketing · (1991 - 1995)

### Cégep Limoilou

Communication multimedia · (1987 - 1989)

### Cégep Édouard-Montpetit

Sciences · (1986 - 1987)

### College Charles-Lemoyne

· (1981 - 1985)