



Anne Sauvé

Anne Sauvé is a seasoned marketing communications professional with a fine balance of strategic thinking, creativity and solid execution. She has over twenty five years of business experience in business-to-business, business-to-consumer and not-for-profit, encompassing marketing communications, branding, strategy and business planning, and market research. A passionate and energetic, process and service-oriented professional, Anne is experienced in start-up, corporate, agency and consulting environments.

Anne's focus is on all aspects of integrated marketing communications and brand-building, from strategy to writing/editing, project management and execution. She has led the creative development of new corporate and product brands, including "living the brand" internally.

Anne is currently self-employed as a marketing communications consultant – Anne Sauvé Marketing Communications – working for clients in a project, contract or “virtual” marketing communications capacity.

Prior to that she was Director of Marketing Communications at Vizable Corporation, an emerging 3D software company, where she provided marketing communications leadership and executive support as the company evolved from a business-to-business to business-to-consumer orientation. Her responsibilities included corporate and product branding, employee communications and marketing communications activities in support of branding, identity, messaging and positioning.

As Director of Global Marketing Communications at Psion Teklogix, a global provider of solutions for rugged mobile computing and wireless data collection, Anne was responsible for global marketing communications strategy, positioning, branding and identity, as well as product, market and employee communications, web and PR.

At Transamerica Life Canada/AEGON Canada, Anne was Assistant Vice-President of Communications, responsible for all corporate and marketing communications initiatives in support of the company's insurance and investment products lines of business, in addition to corporate, human resources and distribution management. She also provided leadership and communications counsel to parent company AEGON Canada Inc. regarding branding and corporate positioning in Canada.

At Compaq Canada, Anne was a founding member of the Canadian marketing team where she built and then led the marketing communications function for seven years, establishing a brand presence for Compaq in the competitive Canadian marketplace.

Anne has also worked for companies such as *Petro-Canada*, *Ogilvy & Mather*, *The Long Group*, and the *Canadian Diabetes Association*.

A runner, cyclist and duathlete, Anne leads an active life, and believes in giving back. She has been a participant/fundraiser in Tour For Kids (www.tourforkids.com) since 2005, an event which raises funds to support camps for children/adolescents living with cancer.

Anne holds both a Bachelor of Social Work (BSW) and an MBA (Marketing & Management Policy) from McGill University. An ex-Montrealer, she is fluently bilingual.

Web: www.annesauve.com
Blog: <http://annesauve.wordpress.com/>
Twitter: <http://twitter.com/annesauve>
LinkedIn: <http://www.linkedin.com/in/annesauve>