

# Patrick Pichette

2 Du Grand Hunier  
Gatineau, Québec, J9H 7B3

(819) 684-2248 / (613) 304-7385  
[pichette.patrick@gmail.com](mailto:pichette.patrick@gmail.com)

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## SUMMARY

A result-driven product management and marketing professional who is dependable, thorough and a well organized planner. Proven track record in developing and executing product and marketing strategies, with demonstrated successes in:

▪ Product lifecycle management	▪ Product launches
▪ Inbound marketing (social media)	▪ Outbound marketing
▪ Website and blog development/management	▪ Sales readiness
▪ Business presentations (French and English)	▪ Leadership and team development

## LANGUAGE

Fluently bilingual - received lifetime exemption (EEE) in second language testing.

## PROFESSIONAL EXPERIENCE

### Mercury Grove: 2010-2011

Mercury Grove is a team of passionate technology experts. They develop and commercialize web-based software and provide professional services for businesses that want to leverage current trends on the web.

#### Product Director - WebCollaboration.com

##### *Responsibilities*

- Managed the product lifecycle and roadmap from strategic planning to tactical activities.
- Developed a positioning strategy that served as the foundation for all marketing activities.
- Conducted market research to understand business and technical requirements for target segments.
- Performed competitive analysis to identify differentiators, counter-positioning, and to set pricing.
- Reported on product profitability forecasts and key user metrics (Google Analytics and Optimizer).
- Developed and executed inbound marketing strategies by leveraging social media channels like Twitter (for market research and awareness) and the company blog (for search engine optimization).
- Performed live product demos (in person and online).
- Worked with external third parties to assess partnerships and distribution opportunities.

##### *Key accomplishments*

- Product launch generated more than 300 new users in three months.
- Inbound marketing plan increased traffic to company website by 258% in Q4 compared to Q3.
- Major distribution partner secured (new Bell app marketplace).

### MD Physician Services (a Canadian Medical Association company): 2005-2010

MD Physician Services' mission is to create additional value for Canada's physicians by offering financial and practice management services.

#### Product Manager - mydoctor.ca Health Portal (2008-2010) / Marketing Manager (2005-2007)

##### *Responsibilities*

- Responsible for commercializing the mydoctor.ca Health Portal - a web-based collaboration tool that enables patients to manage their health and interact with clinicians online.
- Captured market requirements by interacting with clinicians and patients, providing the necessary

- insight to develop a roadmap that enabled the development team to design useful tools.
- Developed the Portal's sales process, providing the national sales force with the appropriate guidance.
- Identified and evaluated partnership opportunities for marketing, distribution and technical integration.
- Collaborated with the company's legal advisor to produce and maintain the necessary privacy and security documents (privacy policies, privacy impact assessments, threat risk assessments, etc).
- Developed a positioning strategy, providing the marketing team with a clear direction for executing marketing tactics.
- Defined the requirements for the technical integration between the Portal and Practice Solutions Electronic Medical Records (PS EMR), enabling clinicians to share medical records with patients.
- Managed and evaluated the Product Coordinator.
- Developed comprehensive marketing plans to launch new businesses: Practice Solutions Billing Services and Credit Services.
- Led the redevelopment of [practicesolutions.ca](http://practicesolutions.ca) to enhance the user experience and better support lead generation activities

***Key accomplishments***

- More than 1,000 qualified leads (physicians) generated since 2008.
- More than 300 health care professionals and 5,000 patients were converted into active users.
- 2010 objective of 3,000 paying users was exceeded by 33%.
- Pilot project with the Waterloo LHIN saw 100 clinicians work online with 1,000 diabetic patients. 70% of patients agreed that the use of the Portal gave them better control of their condition, a result that led the majority of clinics to adopt the Portal on a larger scale.
- Unique pilot project saw 50 patients transmit data directly from their glucose meter to the Portal.

**The Canadian Tourism Commission: 2001-2005**

The CTC is a Crown corporation wholly owned by the Government of Canada. Their legislated mandate is to market Canada as a desirable tourism destination to sustain a vibrant and profitable tourism industry.

**Marketing Manager - Europe and Latin America (2004–2005) / E-Marketing Specialist (2001-2004)**

***Responsibilities***

- Executed integrated advertisement campaigns in the United Kingdom, Germany, France and Mexico.
- Oversaw the planning and development of the 2005 European advertisement campaign, including the execution of in-market focus groups to test various creative concepts for TV and print.
- Planned the CTC's presence at international tradeshows.
- Led CTC marketing groups in integrating their offline and online campaigns.
- Managed numerous search engine optimization and search engine marketing initiatives.
- Acted as Project Manager for the development and launch of a consumer website ([TravelCanada.ca](http://TravelCanada.ca)), an industry portal ([CanadaTourism.com](http://CanadaTourism.com)) and online resources for travel media ([GoMediaCanada.com](http://GoMediaCanada.com)). Hired a website coordinator and a web content publisher to assist with [TravelCanada.ca](http://TravelCanada.ca).
- Coordinated the design of an organization wide sales force automation system using E.Piphany Sales.
- Trained domestic and international staff on the use of E.Piphany Sales and Interwoven Teamsite (the CTC's content management solution for all web properties).

***Key accomplishments***

- \$1.6M in partnership contributions was generated to support the European TV and print campaigns.
- Industry proposal program produced 19 partnerships and \$3.8M worth of marketing activities. The program generated nearly 70,000 incremental trips to Canada, representing \$94M in revenues.
- [TravelCanada.ca](http://TravelCanada.ca) was launched within budget in five languages and eight countries.
- Won the 2002 President's Award for CTC employee of the year and the 2002 CTC Team of the Year Award as a member of the E-marketing team.

## **The Student Federation of the University of Ottawa: 1999-2000**

The SFUO is the political body that represents the interest of undergraduate students at the University of Ottawa. It runs several on campus services and businesses to help improve student life.

### **President**

#### ***Responsibilities***

- Oversaw all operations of the SFUO, including its \$5M annual budget, six businesses and 21 campus services.
- Acted as the SFUO's liaison with both the French and English local and national media.
- Developed tactical and strategic plans for the SFUO's businesses and services in order to increase profits, improve continuity and stability and heighten visibility.
- Managed all legal matters including employee issues, contractual agreements, corporation status and the SFUO's Constitution.
- Participated in several provincial and national conferences relating to post-secondary education.
- Full-time position.

#### ***Key accomplishments***

- The number of SFUO businesses was doubled by opening an off-campus bookstore (The Agora) and on-campus ticket office, and by purchasing an on-campus restaurant.
- Profits of original three businesses (campus pub, convenience store and coffee shop) were increased by 211% when compared to previous fiscal year.

## **EDUCATION**

- Honours Baccalaureate in Commercial Sciences from the University of Ottawa - Graduation: April 2000.
- Post-Graduate Degree in Applied Information Technology (with distinction) from the Information Technology Institute - Graduation: January 2001.
- Customer Relationship Management and Marketing Management courses from the McGill International Executive Institute.

**References available upon request.**

**Endorsements from former work colleagues available on LinkedIn.**