



RESUME - OCTOBER 2015

PASCAL ARSENEAU

BOARD MEMBER

- Pascal Arseneau grew up in Eastern Canada with a personal perspective of the tremendous benefits associated with becoming bilingual. A graduate of Université Laval with a teaching degree, and a francophone now living in Toronto, he hopes to help CPF build on its current relationships with the francophone community.
- He served as the representative of the Commissioner of Official Languages in Ontario for eight years, responsible for the strategic implementation of policy in support of linguistic duality and French minority language rights. In this capacity he also conducted focus groups and developed a pilot marketing strategy for the promotion of French to non-francophones in the province. He was then and continues to be a fervent supporter of Canadian Parents for French.
- Pascal has accumulated considerable experience in strategic communications, public relations and social media. He is currently the Chief Marketing Officer at Groupe Média TFO, where his team recently negotiated an agreement with the Ontario Ministry of Education to allow distribution of award-winning TFO Education resources to all of Ontario's 60 English-language school boards.
- With a passion for encouraging French Second Language (FSL) students to embrace francophone culture, he looks forward to continuing his involvement with the board of CPF Ontario and helping to bring about new and exciting opportunities for FSL learners to experience the vibrancy of Franco-Ontarian culture.