

mmode

The Metropolitan Fashion Cluster names Mathieu St-Arnaud Lavoie Associate Executive Director and Priority Projects Manager

(MONTRÉAL, November 7, 2016) – **mmode, The Metropolitan Fashion Cluster** is proud to announce the appointment of Mathieu St-Arnaud Lavoie to the position of Associate Executive Director and Priority Projects Manager.

A graduate of the Université de Sherbrooke with a bachelor's in physical education and health and a master's in education and training management, Mr. St-Arnaud Lavoie has more than ten years of management experience in a broad range of fields. Until just recently, he was executive director of the Fondation Santé Haut-Richelieu Rouville. Prior to his work with the health foundation, he was director of the Fondation Eulalie-Durocher at Collège Durocher Saint-Lambert. He is also active on a number of boards, including those of the Saint-Lambert Contemporary Art Fair, which he chairs, Boucherville Golf Club and Fondation QHASUQ.

“With his remarkable career in strategic management of non-profits, his strength in business development, his organizational sense and his skill in managing major projects, with are delighted to have Mathieu join our team,” says Debbie Zakaib, Executive Director of the Metropolitan Fashion Cluster.

The new mmode manager adds, for his part: *“I am very excited to be joining the mmode team. I’m convinced that we will be able to accomplish great things, that we will establish the metropolitan fashion cluster as a world-class organization and position Montréal as one of the world’s top fashion cities.”*

Mr. St-Arnaud Lavoie officially takes up his duties at the end of November 2016.

About mmode

The mission of mmode, created in May 2015, is to improve the competitiveness of Quebec’s fashion industry and to contribute to its growth by acting as the main platform for exchange and collaboration for the industry’s ecosystem. For more details, visit mmode.ca, or follow us on Twitter at [@mmodemtl](https://twitter.com/mmodemtl) and on Facebook at facebook.com/mmodemtl.

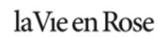
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