



## **CHRISTIAN TRUDEAU**

### **Executive Vice President and Chief Operating Officer BCE Emergis**

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BCE Emergis was created on September 1, 1998 following the merger of the Electronic Business Solutions unit of Bell Emergis and MPACT Immedia. The new organization is the leading network-centric electronic commerce solutions provider in Canada, and is among the largest electronic commerce providers in the world. BCE Emergis is a publicly traded company headquartered in Montreal.

Since the creation of BCE Emergis, Christian Trudeau has held the position of Executive Vice President and Chief Operating Officer.

Before joining BCE Emergis, Mr. Trudeau made his mark on the Montreal Stock Exchange, where for 11 years he held various management positions to become Senior Vice President of Information Technology.

Mr. Trudeau joined Bell Canada's ranks in January 1996, where he successfully implemented and managed the CSST's Electronic Commerce Network Project for Bell, as part of the Banque Nationale–Bell–Desjardins Consortium. In November 1996, he was appointed Vice President, Electronic Business Solutions, Bell Emergis. In this capacity, Mr. Trudeau played a key role in the merger between Bell Emergis' Electronic Business Solutions unit and MPACT Immedia, as the originator and the leader of this major project.

Mr. Trudeau holds a B.Sc. in Computer Sciences from Laval University and a MBA in Finance and Human Resources Management from Montreal's École des Hautes Études Commerciales (HEC). His extensive understanding of human resources and his talent as a negotiator are well recognized by the telecommunications industry.