

**Press release  
For immediate distribution**



## **Suzanne Sauvage appointed President and CEO of Montreal's McCord Museum**

**Montreal, March 9, 2010** – The Board of Directors of the McCord Museum is pleased to announce the appointment of **Suzanne Sauvage** as President and Chief Executive Officer of the McCord Museum. Ms. Sauvage's appointment will take effect on March 15, 2010.

"It is with enormous enthusiasm that we welcome Ms. Sauvage to the helm of the McCord," stated Line Rivard, Chair of the Board of Directors of the McCord Museum. "Her appointment is in line with the Museum's strategic plan and will allow it to make the changes that will assure its long-term development. We believe that Ms. Sauvage's expertise in management and marketing communication, together with her national and international experience, will not only contribute to our mission and financial stability but also to the McCord Museum's role as a vital player in Montreal's cultural landscape."

During her career, Ms. Sauvage has managed major organizations in the communications sector in Canada and abroad. She held a number of executive positions with the Cossette Communication Group, including President of Cossette Canada. She also worked for many years with Burson-Marsteller, an international communication and public relations agency, both as Vice-President and General Manager of the Montreal office and in Paris as President and CEO of Burson-Marsteller France. Most recently, she was Executive Vice-President and Chief Strategy Officer of Nurun Inc., an international interactive marketing company.

Very involved in the cultural community, Ms. Sauvage has for many years been a board member for institutions and companies in the visual arts, dance and music domains in Montreal and Toronto.

"I am delighted to be joining the McCord Museum, one of Canada's most important museums and a highly respected institution that's a favourite among Montrealers," she affirmed. "Museums today must deal with a host of financial, competitive and other issues without compromising their cultural mission. I view this as a stimulating challenge, and I look forward to contributing my experience and working with the McCord's experienced team of curators and specialists."

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