

Pascale Roberge

“Leaders play an integral role to make their community and society overall, a better place.”

TEC CEO Chair
Montreal, QC



Hello!

For me, business success is about achieving triple bottom-line growth in people, profit and the planet. For more than 25 years, I have elevated organizations across various sectors and countries to define their true purpose. I am passionate about designing corporate strategies that not only meet client needs but also leverage core organizational capabilities to create value for all stakeholders.

In my most recent role as the Vice President of Corporate Strategy & Initiatives at BDC, I led the development of new market strategies addressing the needs of Canadian SMBs. Additionally, I redesigned the internal governance model and chaired the leaders Council, a cross-functional strategic advisory and executive alignment group. I also co-founded VSA Inc., a strategic management consulting firm for medium-sized businesses in Canada, and MyComsik, developing an international mobile roaming solution.

My journey includes valuable experiences as a management consultant with top-tier advisory firms in London, England, and Barcelona, Spain. In these roles, I led multinational teams on projects spanning continents. Prior to that, I was an Industrial Engineer with Air Canada, where my team and I developed a new user interface to streamline reservation operations.

As a TEC Chair, my mission is to guide CEOs toward sustainable growth for their businesses while elevating them personally so they can lead with purpose and make a positive impact on society and the environment.

On a personal note, I hold a B. Eng from Polytechnique Montréal and an MBA from INSEAD in France. Currently serving as a board member with IN-RGY, a digital transformation consulting firm, and as the President of the Montreal Chapter of the INSEAD National Alumni Association, I am actively involved in various capacities. My favorite books, including “Start with Why” by Simon Sinek, “Daring Greatly” by Brené Brown, and “Drive” by Daniel H. Pink, reflect my commitment to leadership and personal development. I reside in Montreal with my partner and four children, staying active through running, biking, and hiking, complemented by a focus on yoga and meditation.

My TEC Group Vision

Leaders play an integral role to make their community and society overall, a better place. With an open-mind and a clear purpose, CEOs and business owners will inspire the change they want to see and help reimagine global growth for decades to come.

Let's Start the Conversation

proberge@tec-canada.com | 403.262.1010

Take The Leap Towards Transforming Your Leadership Skills Now!

Connect with me today to start your journey towards growth and opportunities that align with your business and personal goals. Elevate your business and personal success with me and my group of exceptional business leaders by your side!

Respectfully Yours,

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