

Alexis Stropiano

STRATEGIC ADVISOR - MARKETING, BRANDING & COMMERCIALIZATION



Consulting

Agility

Data

Media

Leadership

in



Strategic marketing advisor with over 15 years of experience, expert in 360° strategies and commercialization. Driven by deep **curiosity** and the **resilience** forged as a former elite athlete, I believe true passion means being uncomfortable. I act as a true pivot between business objectives and creative execution.

I have zero tolerance for half-measures in execution and results, but my leadership remains deeply rooted in **empathy**: I love **bringing people up** and uniting cross-functional teams. I combine the tactical agility of agencies with the rigor of large institutions to transform complex business objectives into measurable and sustainable growth.

✉ alexis.stropiano@gmail.com

📞 438-938-7161

SKILLS

360° Strategy & Commercialization

- Global strategic planning
- Business alignment
- Integrated campaign management

Branding & Customer Experience (CX)

- Creating emotions and loyalty
- Customer journey mapping
- Vision and Buy-in

Leadership & Change Management

- Empathy and mentoring (Bring people up)
- Continuous improvement
- Leading Agile squads

Partner Relations Management

- Negotiation
- Internal/external political influence
- Major account management

EDUCATION

Applied Agentic AI for Organizational Transformation

MIT PROFESSIONAL EDUCATION

(IN PROGRESS — SINCE SEPTEMBER 2026)

GOOGLE ARTIFICIAL INTELLIGENCE PROFESSIONAL CERTIFICATE

GOOGLE CAREER CERTIFICATES

Generative AI tools practice, ethics principles, prompt engineering, workflow development

GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE

GOOGLE CAREER CERTIFICATES

Mastery of the full data analysis cycle to transform raw information into strategic decisions

FRONT END FUNDAMENTALS WITH JAVASCRIPT

LIGHTHOUSE LABS

BACHELOR OF SCIENCE IN COMMUNICATION

UNIVERSITÉ DE MONTRÉAL, QUÉBEC, CANADA
2010 to 2013

BACHELOR OF KINESIOLOGY

UNIVERSITÉ DE MONTRÉAL, QUÉBEC, CANADA
2008 to 2010

EXPERIENCES

Strategic Marketing Advisor



Desjardins - 2022 to 2026

- *Mandate focused on business objectives alignment and operational optimization of the marketing function.*
- **Transformation steering** : Lead the transition towards Agile working models (Scrum/Kanban) for marketing teams, optimizing velocity and time-to-market. Launched 20 squads in a few months.
- **Business planning** : Developed strategic action plans aimed at continuous performance improvement of commercialization activities representing an overall budget of \$165M.
- **Influence and Partnerships** : Political support and strategic relationship management with internal and external partners to secure buy-in for major projects.

Senior Advisor, Digital Marketing and Content

Desjardins - 2020 to 2022

Digital evolution and optimization of content distribution practices for intermediary networks across Canada. Media performance, UX optimization, and shifting content culture toward a "data-driven" approach (Media/SEO/SEM).

BACHELOR'S DEGREE (LICENCE) IN SPORTS MARKETING

UNIVERSITÉ JOSEPH FOURIER GRENOBLE I, ISÈRE, FRANCE
2004 to 2008

Commercialization Advisor, Wealth Management and Life Insurance

Desjardins - 2018 to 2020
Orchestrated the go-to-market for complex solutions. Supervised high-impact B2B and B2C advertising content and managed strategic partnership

Account Director & Project Manager



Celsius Communications Inc. - 2011 to 2018
- Montréal - Canada - Québec

- *Strategic direction of major accounts and deployment of brand experiences.*
- **Client Consulting :** Strategic support and creation of memorable brand experiences for prestigious clients (Montreal Canadiens, Montreal Alouettes, Loto-Québec, Agropur, Danone).
- **Logistics Optimization :** Complete restructuring of the company's global logistics resources, improving operational efficiency. Brand activation and field deployments.

Project Manager - Human Resources and Logistics



Promostaff RTM - 2014 to 2015 - Montréal - Canada - Québec

Operational deployment and talent management on a North American scale (Canada & USA). Managed the full recruitment cycle and training for brand ambassadors.