

**JEAN-PIERRE MARTEL**

« *A CREATIVE MIND IN A STRATEGIC HEAD* »



***A CREATIVE BRAND BUILDER AT YOUR SERVICE***

**Expertise in Management, Branding, Marketing, Advertising,  
B.A., MA, Ph D studies**

*Brand & Business builder • Strategic Planner*

*Copywriter • Writer • Author*

*Award-winning Creative*

**HAPPY TO CONTRIBUTE TO YOUR SUCCESS**

Perfectly bilingual

Excellent written and oral communications skills

Very well organized

Strong leadership, analysis and innovation skills

Excellent interpersonal skills

Aptitude to motivate and engage

Performs well in a very fast-paced environment

Attention to detail and accuracy

High level of ingenuity, creativity and initiative

**MRTL Communication (2017- ...)**

**BRANDING • COMMUNICATION + CREATIVE • ADAPTATION**

**Founder, President, Creative Director**

Nutrience - CARE, Mercedes, Blue Streak,

Montreal Chamber Music Festival, Northern Graphite

**MARTEL & CO. Advertising Agency (1990-2017)**

(now Part of Publicis Groupe agencies)

**Founder, President, Creative Director**

Sun Life, Acura/Honda, General Motors, Goodyear, M&M Meat Shops (*TV Bureau Retail award*), Five Roses, Kellogg, Double Fruit, P&G, TD, IKEA, Harvey's (*Excellence Campaign Award*), H&R Block, Molson (MGD), Buckley (*Radio Certificate award*) ...

**MARKETEL/McCANN, FOSTER - VP Creative Director**

Pontiac, Air Canada, Miller/Lite, Labatt 50/Light, Coke (*Excellence award*) ...

**VICKERS & BENSON - Exec VP, F&E Creative Director**

Tourism Quebec (*Bonjour*) CN Rail, Yoplait, Butter, Cheese (*Cheese Please*), Vachon, Coke (*Marketing award*), Simpson (2 *Gold Coqs d'or* + 1 *Excellence award*)...

**COGEM, BCP, Cockfield Brown, McKim - Creative Director**

CIBC, CP, Gillette, Laurentide ale, Bell, Air Canada, Labatt 50 / Light, Sico (*Sico-Sico*), Dominion... (3 *Gold Coqs d'or awards*)

**Social Involvement**

Hudson Village Theatre

Board of Directors 2005 - 2009 & 2018 - today / President 2008-2009

**Classical Studies**

B.A. University of Montreal

M.A. & Ph. D. studies - McGill

**Professor French Literature - McGill**

**Guest Professor**

University of Montreal, HEC, Concordia, UQAM

2023 - U de Montréal FEP - Advertising Certificate

**Author**

Les Œuvres complètes de Marguerite T. De Bané, novel, CLF, 1973

La trop belle mort, roman, novel, Triptyque, 2000

Les Chroniques d'Ailleurs - 3 Novels to be published soon

Ti-Casse & Caskette chez les Bérêts - Comic strips to be published soon

[jpmartel@mrtl.ca](mailto:jpmartel@mrtl.ca) / 514-497-9742

## CLIENT TESTIMONIALS

It was my pleasure to work closely with J.P. Martel in my past position as President and Chief Operating Officer of M&M Meat Shops Ltd.

I first met J.P. in 2005 when he and his company Martel & Co. were responsible for all marketing efforts related to our Quebec Regional office and its franchisees. In later years we expanded J.P.'s marketing responsibilities to include all Provinces and Territories in Canada. J.P. is an intelligent, creative and passionate marketing professional that has an excellent understanding of all aspects related to business. We could always count on J.P.'s ability to establish measurable goals, articulate his strategies and deliver on a deadline.

Once a marketing plan had been formulated it was J.P.'s responsibility to present that plan to our franchisee base across Canada to receive their understanding and approval, a daunting task in its own right. Once the plan was set in motion J.P. was accountable to report back to our national headquarters team as well as our franchisee base as to the progress of the adapted plan.

We at M&M worked very closely with J.P. and his team at Martel & Co. and considered them much more than a vendor but rather true partners in achieving mutual goals.

J.P. is a consummate professional who understands the entire Canadian marketplace like few I have ever met.

Gary Decatur



When I was the President of Les Aliments M&M in Quebec, JP's agency, Martel & Cie, handled our account. I always considered him more than a supplier; he was an amazing partner and during the 15 years that he handled our M&M business, we became good friends.

With JP's stewardship over the years, we experienced the quickest growth in all of Canada. We continually beat the ROC results and became the envy of all. Following our TV campaign that resulted in sales of +20%, JP was awarded the account for all of Canada.

His creative was always top line, and the clincher was his ability to be tactical and change quickly to adapt to the market, as the switch to WEB from traditional media was in full swing. As an overachiever, I only surround myself with true winners and JP Martel is one of those winners.

PAUL LACHANCE



## AGENCY PARTNER TESTIMONIAL

Working with JP Martel and his firm Martel et Compagnie was one of the best decisions I ever made. I founded and owned Due North Communications from 1993-2012. During that time, we had the ongoing need for a Quebec-based marketing services partner to handle the Quebec and French needs of our clients' businesses. JP and his team were true partners with us, and even though we each owned our own separate businesses, our partnership was genuine.

Our relationship started with Martel handling the Goodyear Quebec dealer group business, and it grew from there. Over the nearly twenty years that we worked together, JP partnered with us on numerous accounts including H&R Block, Dairy Farmers of Canada, and more. Our client needs varied tremendously and ranged from total independent local service to pure original French-language creation to merely adaptation. JP and his group were always a pleasure to work with and tirelessly pursued solutions to problems. Martel et Compagnie worked hand in hand with me and my team on new business opportunities and JP was very involved in every aspect of new business development from prospecting potential new clients to initial submissions, pitches themselves, presentations, and follow-up.

Aside from the business contributions made by JP and the group at Martel et Compagnie, I can also comment on what a joy it was to work with JP. We always seemed to "be on the same page", and I can not recall even a minor disagreement about an issue while we worked together. I would highly recommend working with JP with respect to addressing any French Canadian or Quebec-based marketing services opportunities.

Mark Weisbarth  
Founder, President  
Due North Communications  
(1993-2012)

STRATEGIC CREATIVE FINGERPRINT



**Mrtl**  
COMMUNICATION



The **Art**  
of reaching people

*JPMartel*

Creative – Strategy Director  
**514-497-9742**