

TAXI

TAXI MONTREAL

PAUL LAVOIE CHAIRMAN

In 1992, Paul Lavoie co-founded TAXI with partner Jane Hope, successfully combining the disciplines of advertising and design. Growing into seven offices in Canada, the U.S., and Europe, and with an expanded product offering, TAXI remains independent and committed to its original vision. TAXI has been recognized in the industry for its fresh, unconventional approach, creating consistently strong brands for companies such as BMW/MINI, WestJet, Canadian Tire, Blue Shield of California, Pfizer/VIAGRA, and TELUS.

TAXI has been named Agency of the Year by Canadian publications for seven years and has been recognized as one of Canada's 50 Best Managed Companies for the last five years. Since arriving in the U.S. in 2005, TAXI garnered the AAAA Creative Excellence Award (<100 employees) in 2007 and again in 2008.

Marketing magazine, in August 2008, named Lavoie one of the 10 most influential pioneers in Canadian marketing over the past century. In 2006, he was listed by Creativity magazine among the 50 most influential creative minds of the last 20 years. That year, he also became the youngest inductee of the Canadian Marketing Hall of Legends. In 2007, Paul received the Spiess award for lifetime achievement by the Canadian Bessies Awards.

Paul is the President of The Art Directors Club Advisory Board, a member of the Marketing Advisory Committee of the MoMA, and a board member of the Virginia Commonwealth University Brandcenter.

WHAT CLIENTS SAY...

"Paul is made up of the following: irreverence, passion, quality, humanity, practicality and intelligence."

"Paul is one of the last truly original creative people in this town. If creative is a funnel, Paul operates at the top – at 50,000 feet – finding you the freshest ideas in the world."

ROB GUENETTE CEO, TAXI

Known throughout the advertising industry for his passion and energy, Rob has worked on both the client and agency sides of the business. On the client side, he was with Unilever for 14 years before moving to Molson in 2000 as VP and Global Advertising Director. Crossing over to the agency side, Rob has been president of TAXI Toronto since 2004.

Rob combines his passion for advertising, design, culture and the arts with what he calls a "blue collar" management style that is close to people, close to truth, and very "no- nonsense." Rob built his career as an agency client with a reputation for buying the best work the industry could produce. At TAXI, he uses that

ability to inspire greatness and shape client relationships that are built on shared goals and standards. A recent profile in Strategy Magazine described him as “the most outspoken and successful evangelist for making advertising that has attitude.”

WHAT CLIENTS SAY...

“Having known Rob Guenette for over ten years, he is best summed up in one word – passion. Rob brings a wealth of knowledge to the table and manages to do so in such an infectiously exuberant style that excites people both on the agency and client side. Rob backs this up with sound strategic thinking that will stand TAXI in good stead in the years to come. Rob is an experience not to be missed.

STEVE MYKOLYN

CHIEF CREATIVE OFFICER

Steve Mykolyn joined TAXI in 2001 as Creative Director of Interactive and Design. The Toronto-based agency is recognized globally for its ability to seamlessly combine Advertising, Interactive and Design under one roof. Prior to joining TAXI, Steve was Creative Director at Organic Inc. and ICE.

Over the last ten years, he has produced online campaigns for Sony, Levi’s, Nike and MINI winning hundreds of awards including Cyber gold at Cannes, a Pencil at the One Show, D&AD and Communication Arts. Steve also has a passion for books and film.

In 1997, he wrote and directed El Dia La Noche Y Los Muertos, an award-winning documentary about Mexico’s Day of the Dead Festival. The film was chosen to close Hispanic Heritage Month at the Smithsonian Institute. Steve’s books include the writing and design of Amusing World for photographer Russell Monk as well as Metal Leather Flesh, an exploration of motorcycle culture.

WHAT CLIENTS SAY...

“Our challenge was coming up with something that could speak to three totally different audiences. Steve listened to our needs and came back with the right choices. The point is – he listened, he got it and he helped us get it.”

“I’m always intrigued when he does a presentation. He’s laid back. And this, coupled with his sense of humour, lets him say things that others wouldn’t get away with. It’s always fun to have Steve in the room and to see something through his eyes. It can be quite different than what’s expected.”

YVES BLAIN

VP, RELATIONSHIP MARKETING DIRECTOR, GENERAL MANAGER

Although he’ll never admit it, Yves is a pioneer in relationship marketing. With an impressive career that has seen him at Transcontinental, Wunderman and Foote Cone & Belding, he has 24 years of experience in all aspects of a discipline that is in strong demand in the world of communications.

Yves has recently joined the TAXI team and is filled with enthusiasm about his new challenges – broadening the frontiers and the possibilities that are involved in client relationships.

STEPHANE CHARIER**VP, EXECUTIVE CREATIVE DIRECTOR**

Stephane is a straight man to the comedy of life. His insights go straight to the heart and his delivery gets straight to the point. Stephane draws upon an education in culture and the humanities, and he crafts his work with impeccable writing skills and a love of language. A rising star in Quebec, Stephane cut his teeth at TAXI working on Ikea, Sprint and Musee des Beaux Arts. A short stint at Cossette included work for Coke, GM and Bell. Next he landed at BBDO, where he co-created a Milk campaign that attained near-cult status. Work for Pepsi, Eggs, Pharmaprix and Labatt added to his local and international award recognition. Ask Stephane to help you solve a problem and you know he will turn his full attention to making it both strategically sound and completely delightful.

WHAT CLIENTS SAY...

"Stephane has three important qualities that make him a great CD. He is an out-of-the-box thinker, he has great strategic insights and he is a good listener. He is a creative partner who pushes the boundaries and challenges you to do the same. This creates a tremendous amount of confidence, which allows you to take the leap together – this is where the magic happens."

ANNE-MARIE LECLAIR**VP, STRATEGIC PLANNING DIRECTOR**

Originally from Montreal, Anne-Marie left to study at Beaux-Arts in France when she was 18. She then studied marketing before beginning her agency career at Y&R in Paris. After a one-year stint with an agency in Sydney, she returned to Paris. She finally settled in Montreal in 1997, and spent eight years with Cossette.

She has a fascination with cultural differences and an ease with adaptation that allows her to clearly see the point of view of consumers and to walk in their shoes. She has a passion for the creative, and her strategic thinking allows her to deliver superior and pertinent materials at every level.

PATRICK CHAUBET**CREATIVE DIRECTOR**

Originally from the south of France, Patrick's voice radiates sunshine, and his thoughts are very clear. It was at Y&R Kaena in Paris that Patrick made his mark, subsequently deciding to establish himself in Montreal. A member of the creative team at Cossette, his talent was seen with Bell, Molson, Coca Cola and Nike. At BBDO Montreal, his creativity stood out on huge campaigns for Pepsi and the Milk Producers of Canada.

Patrick likes everything to be clear. He often questions things, and always looks for the best strategic and creative solutions. He believes that creative professionals play a vital role in developing strategic concepts, and that they should be involved in the creation of positive relationships with the agency's clients.

ALEXANDRE GADOUA**CREATIVE DIRECTOR**

Before stepping into the world of advertising, Alexandre studied film and obtained a degree in medieval studies. Looking for a change of pace, he traded his books for turntables and became a D.J., staying on the

wheels of steel for six years. Presiding over dance floors, Alex discovered a talent for shaping opinion. "If I can keep people dancing all night to abrasive beats, surely I can convince them to buy a new car or telephone." says Alex.

He has created both national and international campaigns working with clients like the National Bank, Danone, Ford, Saint-Hubert chicken, TELUS and Smart Set. He has won a myriad of and his work has found its way to every corner of the globe.

Clients find he's an attentive listener and colleagues respect him for his talent as well as his capacity to recognize great ideas and defend them to the end. His sharp wit, leadership skills and direct manner when facing challenges have all helped him carve out a solid reputation in the industry. But after a dozen years of creativity in advertising, the thing Alex is most proud of is his ability to stay passionate and down to earth at the same time.

LUCY GOODE

CLIENT SERVICES DIRECTOR

Lucy is British, so finds this kind of thing embarrassing, but if pressed, she'll admit to having spent 14 years in the advertising industry in London, including spells at Saatchi & Saatchi, Bates Dorland, and DLKW. She moved to TBWA\LONDON in 1998, rising to Account Handling Partner across brands that included Scottish Courage, Mars, News Corp, Unilever, Nissan Europe, and Cadbury.

In 2005, she moved to the client side as Head of Brand Strategy and Communications at the Telegraph Media Group, and spent most of 2007 at Amsterdam's StrawberryFrog, working on J&B Whisky, Barilla Foods, and Opel Automobiles Europe before moving to Canada in September.

Her talents as a planner took her initially to TAXI Toronto, but the call of her first love, account management, became hard to resist – and she joined TAXI Montréal as Client Services Director in July 2008. Having spent four years in Paris as a child, Lucy loves being bilingual again.

Lucy lives with a French-Canadian veterinary research histopathologist, with whom she rarely discusses work.

RON WILSON

COO, CFO TAXI

To put it in financial terms, Ron's tireless energy, enthusiasm, and drive have been a prime asset in the steady growth of TAXI. Stretching metaphors to the extreme, we could say that, to his credit, TAXI has grown tenfold and evolved into a network, with Ron invested in providing a strong financial balance sheet. Or that Ron earned his previous experience at Ralston Purina and Gucci Timepieces. Or that his biggest dividend has been TAXI being named one of Canada's 50 best managed companies every year since 2003. But Ron doesn't need plays on words to describe his always refreshing perspective and his unwavering support of the creative process.

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