



2021 Canadian Women's Heart Health Summit

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Caroline Lavallée

President + Communications Strategist
Catalyst Communications
Montréal, QC

Biography

“We are who we are and where we are because someone — and perhaps even an organization— has helped us get there. As a person with lived experience, I am grateful for all the work Heart + Stroke does and the research it makes possible, because and it is thanks to research that my heart was repaired and that I can do anything I want. Contributing to Heart and Stroke’s mission is a privilege and my way to say thank you.”

Caroline is a communications strategist and the president of Catalyst Communications, a consulting firm she founded two years ago, after having spent over 20 years as a consultant and leader in public relations firms and in large organizations in a variety of industries, including insurance and financial services, aerospace and health, among others.

She has led teams with a mandate to increase the visibility of organizations and that of their leaders, in addition to successfully conducting public relations and communication campaigns and acting as media spokesperson to help companies reach their strategic objectives.

Caroline is a volunteer spokesperson for Heart + Stroke and is Co-Chair of the National Committee for Women’s Heart and Brain Health. In October 2018, she was presented with the Heart + Stroke Distinguished Service Award for her dedication and for providing a significant contribution to the foundation. Aware of the connections between heart conditions, stroke and cognitive decline, she is also a volunteer for the Montreal South Shore Alzheimer Society, graciously offering consulting services in communications. She is the 2019 recipient of the Government of Canada’s Volunteer Awards in the Community Leader — Quebec category, recognizing her leadership in developing solutions to social challenges in the community.

She graduated with a degree in Human Resources Management from HEC and a degree in Public Relations from the University of Montreal. She also had an academic training in Pedagogical Design and Adult Education at UQÀM and is a Certified Trainer by the Commission des partenaires du marché du travail.