

**John Parisella Joins NATIONAL Public Relations
as Senior Advisor, Business Outreach**

Montreal, January 12, 2017 – John Parisella is joining NATIONAL Public Relations on January 23, 2017. He will serve as senior advisor, Business outreach.

“It is a great honour for NATIONAL to welcome such a distinguished figure, who brings to the Firm incomparable experience in Quebec public affairs, as well as an impressive network both here and abroad,” said Serge Paquette, managing partner of NATIONAL’s Montreal office.

“Mr. Parisella is well known and respected in Quebec. Over the course of his extensive career, he has held numerous positions in the public sphere, including chief of staff for Quebec premiers, author, business manager, political analyst and Quebec’s delegate general in New York City. More recently, he was executive director of the major fundraising campaign for HEC Montréal, Polytechnique Montréal and Université de Montréal (Campus Montréal). He will continue to be associated with this campaign during the transition period,” added Mr. Paquette.

In his new role, Mr. Parisella will work towards raising NATIONAL’s profile throughout the network as well as supporting the Firm’s mentorship strategy aimed at younger consultants. The Firm’s clients will also benefit from his extensive experience in the public, parapublic and private sectors.

“I’m enthusiastic about joining NATIONAL, the uncontested leader in the public relations industry in Quebec and across Canada, and rapidly growing in the United States and Europe,” said Mr. Parisella.

Mr. Parisella’s biographical notes are below.

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JOHN PARISELLA - Biographical Notes

John Parisella is currently executive director of Campus Montreal, which is responsible for a major fundraising campaign at HEC Montréal (business school), Polytechnique Montréal (engineering school) and Université de Montréal. He serves as guest professor in the political science department at Université de Montréal and at ENAP (Quebec's school of public administration). He is associated with the Raoul Dandurand chair, a centre for United States studies at Université du Québec à Montréal, and a fellow at the Montreal Centre for International Studies (CERIUM). He currently is on the board of the CORIM, Montreal International, Fusion Jeunesse, Canada World Youth, Institute for Research on Public Policy, as well as on the honorary committee of the Fondation Jean Duceppe and the strategy committee of the Dr. Julien Foundation.

In November 2015, he published a book entitled *La politique dans la peau*, which talks about diversity, integration and his years in Quebec politics. Author of several publications and speaker at several forums, he is also co-author of the book *Elections: Made in USA* (published in 2004 and 2008) and was a regular blogger for *Americas Quarterly* (2010-2015). From 2008 to 2013, he was also a blogger on US politics for *Macleans* magazine. He acts as a political analyst with several media across the country. Currently, he is a political analyst on US politics at Radio-Canada and a blogger at Latin America Goes Global on Canada-US interests. He recently acted as a consultant for the documentary television series *Fièvre politique*, aired on Télé Québec.

A graduate in political science, education and management from McGill University and in political science from Concordia University, Mr. Parisella holds a certificate in senior government management from Harvard University's John F. Kennedy School of Government. Throughout his career, he has worked in education, politics, community development, diplomacy and philanthropy. In politics, he served as director general of the Liberal Party of Quebec, chief of staff to premiers Robert Bourassa and Daniel Johnson, as well as advisor to former premier Jean Charest.

In business, he served as president of BCP, a Montreal-based marketing and advertising company. In addition, he chaired BCP Consultants, specializing in reputation management and crisis management. In 2008-2009, he was the chief negotiator for the government of Quebec in the dispute with the Mohawks of Kahnawake regarding lands along Highway 30.

From 2009 to 2012, he served as Quebec's delegate general in New York – Washington. In addition to his professional activities, he has served as a volunteer member of numerous boards of directors, in the areas of culture, education, health, community development and the business sector.

Mr. Parisella was named a member of the Order of Canada in 2016, an officer of the National Order of Quebec in 2016. In 2014, he was honoured with a TOP 20 diversity award at the Grand Prix Mosaïque – Lys de la Diversité du Québec.