



PROFESSIONAL BIO FOR EQUESTRIAN CANADA BOARD

CANDIDATE: **KATIA BÉLANGER**

Katia Bélanger is an accomplished Digital Experiences Leader with a robust background in strategic planning, innovative design thinking, and performance management. Fluent in both English and French, Katia has demonstrated exceptional analytical skills and agile project management throughout her career. With a commitment to accountability, excellence, sportsmanship, teamwork, community, integrity, and respect, she excels in driving digital strategies and customer engagement.

Currently, Katia is a Group Manager of Digital Experiences, where she leads the creation and execution of digital strategies to enhance traffic growth, customer engagement, and profitability through user-friendly self-service solutions. She is recognized as a thought leader in digital technologies and models, spearheading the development and implementation of AI-powered capabilities and governance principles for generative AI.

Katia holds a Master of Arts in Translation and a Bachelor of Arts in International Relations & French Literature. She is committed to continuous learning, with training in design thinking, executive coaching, and leadership development.

An active volunteer, Katia dedicates time to various causes, including serving as a scribe and equestrian announcer and participating in charitable programs. Her dedication to her community and her profession exemplifies her commitment to making a positive impact both in and out of the workplace.

May 1st, 2024

Dear Mr. Burwash,

I am applying as a candidate for Director on the Equestrian Canada / Canada Équestre Board. I am an active member of the dressage community and a barn owner in Erin (Ontario) with a corporate background in digital experiences, communications, and globalization. I have reached a point in my career where I want to give back, and the sport I've loved since childhood is where I would like to dedicate more of my time and skills.

I am currently the head of Digital Experiences for a Fortune 500 fintech company specializing in the development of financial software. I have executed strategies to introduce and implement machine learning and artificial intelligence in digital communications platforms, working alongside software engineers, data scientists, designers, product leaders and executive teams. In parallel, I advocate for customers by listening to and analyzing their concerns, and developing customer-centric strategies to deliver innovative solutions that solve their most pressing problems.

At the recent FEI Sports Forum in Lausanne, Cyril Bouquet encouraged the organization to embrace innovative thinking and experimentation as an alternative approach to problem solving. EC has a unique opportunity to take the lead in this area by bringing in a Director with extensive experience in [design thinking](#), a highly collaborative approach that enables strategic innovation. As an Intuit Innovation Catalyst, I have worked alongside master innovators and have become a design thinking trainer, coach and facilitator. I have helped internal teams and external organizations approach challenges differently by developing a customer-based and solutions-focused strategy. I would love the opportunity to help EC pioneer this approach in Canada and become a role model within the FEI.

EC's mandate of representation, promotion, advancement, and advocacy deeply resonates with me, both as a member and as a strategic leader who constantly works to reconcile the interest of customers and business leaders to deliver solutions aligned with each parties' values. I would bring to the Board a problem-solving mindset, strong collaboration and listening skills, a commitment to excellence and integrity, and a deep love of our equine partners.

Thank you for reading to the end. I truly hope that this introduction will prompt the Board to retain my application for further consideration.

Sincerely,
Katia Bélanger