

**CN Centre for Sustainable Supply Chain Management
presents:****Lucie Bourgeois**, founder of Umalia**Date:** October 31, 2014**Time:** 10:15 to 11:45 a.m.**Location:** 1450 Guy, MB 3.435 (3rd floor)**Creating shared value through partnerships: How corporate value chains can
create business and social impact**

Today's social, environmental and economic issues are more complex and interconnected than ever and make collaboration the key to real, sustainable progress, both for companies and for society. To have a positive impact on global issues and further business strategy, companies need to forge alliances with cutting-edge organizations with which they can develop a common vision and objectives.

This presentation will share real-life experiences of shared value partnerships in Canada and in Africa between companies, non-profit organizations, multi-lateral development agencies and communities.

Ms. Bourgeois will discuss how the companies' value chains were extended beyond traditional views to create social value, including poverty reduction and access to healthcare. She will argue how these experiences created business impact. She will further discuss challenges in implementing these partnerships, lessons learned and key success factors for impactful implementation. She will elaborate how these partnerships can drive business strategy, organizational change and culture, resulting in enhanced business results.

In conclusion, Ms. Bourgeois will share some thought-provoking, out-of-the-box ideas as to how to embed social responsibility directly into a company's business model to create business and social impact.



Lucie Bourgeois founded Umalia to build a bridge between the corporate world, where she honed her business acumen for over 20 years, and the non-profit sector. Her mission is to help companies understand and tap the vast under-exploited potential of corporate social responsibility initiatives, for maximum business and social impact.

Ms. Bourgeois has held executive positions with large Canadian and international corporations such as IMS Health, Nortel Networks and Bell Canada. She has explored many facets of change management, human resource management and strategic planning and was closely involved in the development of corporate social responsibility (CSR) for her former employers.

Ms. Bourgeois has also collaborated for many years as a professional volunteer for numerous organizations in the non-profit sector in North and South America, as well as in Africa. She serves on the Board of Directors of several NGOs and non-profit organizations in Canada and abroad.

Ms. Bourgeois possesses a bachelor's degree in Industrial Relations from the Université de Montréal and subsequently completed a Master of Science in Management at Hautes Études Commerciales.

For more information, please contact:

Dr. Ahmet Satir
Director, CN Centre for Studies in Sustainable Supply Chain Management
ats@jmsb.concordia.ca
514 848 2424 x. 2975