



STEPHANE PRUD'HOMME

INFLUENCE AND REPUTATION STRATEGY ADVISOR

CONTACT

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EDUCATION

2026

UNIVERSITY OF SAINT JOSEPH
MACAO AND LISBON
**PhD Candidate in Business
and Political Communication**
Grade: A+

2009

RUTGERS UNIVERSITY
BEIJING AND NEW YORK
**MBA, International Marketing
and Economics**
Grade: A-

2003

UQAM
MONTRÉAL
MA, Organisational Comms
Grade: A-

1996

UQTR
TROIS-RIVIÈRES
BA, Social Psychology
Grade: A
Summa cum laude

July 2025

RESUME

Stéphane Prud'homme is originally from Montreal and spent nine years working in China and South East Asia. He is a recognized manager and entrepreneur in Canada and internationally, with 25 years of experience in corporate communications, marketing communication, media relations, and public relations. Founder and VP of Communications and Marketing at the Credibility Institute Inc., he advises business leaders and boards of directors on strategic communication, influence and reputation risks, along with teaching university courses in various areas related to strategic communications.

He excels in managing multidisciplinary teams in communications & marketing, issue management, stakeholder engagement, influence & persuasion, trustworthiness and credibility, and measurement & evaluation.

Holding degrees in organizational comms and marketing, he is also a doctoral candidate in business and political communication. His career is marked by innovative leadership, team management, and the optimization of communication and change management strategies, while actively contributing to academic training and elevating the profession.

PROFESSIONAL EXPERIENCE

Credibility Institute Inc.

Founder President

2018 TO PRESENT

- Advising business leaders and boards of directors
- Strategic management of intangible communication assets, branding, and digital marketing
- Corporate and business leadership reputation
- Business and political leaders's credibility
- Corporate training (Intangible Assets Management Academy)
- Leading a team of 22 freelance experts across 8 countries

Elections Canada

2025

Assistant Returning Officer and HR Director

- Oversight of 90,000 voters, 120 voting stations, and 40 polling divisions
- Management of 900 field employees and 30 office staff
- Internal communication management

I.C. International Inc.

2021 TO PRESENT

Co-Founder and General Manager

- Online management tool and dashboard, measurement and evaluation, and reputation management through KPIs

University of Montreal

2018 TO PRESENT

Part-time Lecturer

- Course: Communication with the Media and Influencers
- Course: Communication with the Press
- Course: Marketing Communication

EXPERTISE

- Influence, persuasion, and propaganda
- Business and political leaders' trustworthiness and credibility
- Reputation risks
- Data-Driven Comms Strategy
- Generative AI

STRONG SKILLS

- Strategic Project Management
- Team Building Around Goals and Performance Indicators
- Teamwork
- Change Agent

LANGUAGES

- Français (Bilingual)
- English (Bilingual)
- Mandarin (Mid-level)
- Italian (Basic)
- German (Basic)

July 2025

UQAM

2022 TO PRESENT

Part-time Lecturer

- Course: Communication with the Media and Influencers
- Course: Introduction to Strategic Comms and Public Relations
- Course: Measurement and Evaluation of Public Relations

Canada Mall Ltd

2011 - 2014

CMO Global and CEO, APAC

- Management of an int'l e-commerce startup based in Hong Kong, selling Canadian products in China and Southeast Asia
- Marketing communication, public relations, and social media
- Management of a 27-person team

Hang Seng University, Hong Kong

2014 - 2016

Associate Professor, Full-time

- Course: Online PR and Social Media
- Course: Planning and Management of Integrated Comms
- Course: Event Management
- Course: Public Speaking

180° | Digital Strategies Inc.

2007 - 2014

CEO

- Incorporated in Canada and in China
- Management of an int'l firm specializing in communication, marketing, branding, and relations with int'l and specialized media
- Clients in Canada, in the USA, and in China
- Management of a 22-person team

RONA Inc.

2004 - 2007

National Director, Public Relations, Corporate Communications, Financial Communication, and Investor Relations

- The most significant achievement was the national announcement of the athletes selected for the 2010 Olympic Games Sponsorship Program. Six press conferences in five days, from coast to coast in both official languages; managing a \$500,000 budget; overseeing 12 agencies and 44 communications professionals; producing 165 written documents; engaging with 200 journalists; training and coaching 35 spokespersons.
- Achieved 96% positive media coverage
- The project was recognized as a change agent initiative, by the International Olympic Committee
- Supervisor of 17 PR agencies across the country

Hydro-Québec

1999 - 2004

Strategic Advisor, Press Secretary, and Corporate Spokesperson

- Creation of the quarterly Strategic Comms Outlook Report (the first of its kind in Quebec), which served as the foundation for communication campaigns and had a major impact across all of the company's leadership teams
- Member of the corporate emergency management team and coordinator of the crisis communication center
- Media relations