

MARIE-MICHÈLE LARIVÉE

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Montréal, Canada

EXPERIENCE

Policy Analyst (foresight)

Government of Canada (contract) 03/2022 - 08/2022 Ottawa, Canada

Policy Horizons Canada uses foresight to help the Canadian federal government build stronger policies and programs in the face of an uncertain future.

- Build foresight capacity in the public service with 2 days training, engagements and standing meetings every week online.
- Create or adapt existing templates of various foresight activities (scenarios, scanning, assumptions, etc...) with online interactive tool MURAL.
- Accompany federal agencies in their foresight projects (5 to 25 years in the future) from initial design, throughout the development and closing phase.
- Facilitate workshops from 2 to 6 hours with stakeholders, policymakers, citizens and experts on technical subject in exploration in various agencies.

Head of research

La Piscine 05/2021 - 02/2022 Montréal, Canada

Created in 2015, La Piscine is a non-profit organization providing structure and support to cultural and creative entrepreneurs.

- Assess and implement an appropriate research methodology for the team
- Lead a team of 2 research assistant (aboard and local) on 3 given specific subject for the project Studio: Transit, Nordicity and Future of Work
- Perform in dept analysis and qualitative research on different subjects simultaneously via desk research, field research and expert interviews
- Present findings to board members written and verbal presentation

Trend, Strategy & Foresight Consultant

Self Employed 05/2018 - Ongoing Montréal, Canada

Clients: Canada Media Fund, Registered Graphic Designer of Canada (RGD), Trend Watching, Infopresse, Speculative Futures and more

[Visit the website for projects](#)

- Evaluate, recommend and implement in-house foresight methods to organizations
- Inspire clients to foresee 2 to 10 years in advance and elaborate their strategies based on emerging trends with ethic lens
- Collect data via observations, desk and field research, interviews and more and transform it into deliverables for clients (reports, writing, conferences)
- Prepare and present more than 30 conferences, workshops, reports, training sessions per year

Project name	Client	Description
The future of entertainment	Canada Media Fund (CMF - FMC).	Annual report on trends in the media industry for 2022. Chapter exploring VR, AR, XR, MR.
Collective Brain	Trend watching	Collective Brain is an ever-evolving intelligence hub, a collection of 1,800 sources organized by industries, regions and areas of interest by TWIN's international experts.
Covid innovation	Business of Purpose	The mission of this project was to inspire businesses running out of ideas and to bring out the positive aspects and innovations born out of the Covid-19 pandemic.

LANGUAGES

English	Excellent	
French	Excellent	
Italian	Intermediate	
ASL	Beginner	

DIPLOMAS

Business Start-Up (AVS)

École des Entrepreneurs du Québec

2019 - 2020 Canada

M.A. Trend Forecasting

POLIMODA

2018 Italy

B.A. Fashion and design management

École des sciences de la gestion ESG-UQAM

2012 - 2017 Canada

IMPLICATION

Young Leader Board

Waye Talks

2021 - Ongoing Canada
AI & Technology ethics

Mentor

Experimental Realism

2021 - 2022 UK

Speculative Architecture + Design futures pedagogy | fictocritical imagined environments 6 months mentees receive guidance 1 on 1.

EXPERIENCE

Univeristy Lecturer

Université du Québec à Montréal  01/2020 - 01/2022  Montréal, Canada
Undergraduate (hybrid teaching)

- Develop a new course and the content of 45 teaching hours in line with the program's objectives following a major overhaul
- Motivate students to develop their critical minds and their ability to anticipate upcoming changes
- Diversify teaching strategies, projects and evaluations to enhance student's learning

Researcher - Global scanning Network (GSN)

Copenhagen Institute of Future Studies  01/2020 - 12/2020  Copenhagen, Denmark
is a Danish not-for-profit, independent futures think tank founded in 1969 by former OECD Secretary-General for the betterment of our society


- Elaborate weekly scans applying Horizon Scanning method for consumer and retail unit
- Provide customer insights from Canada and exchange with a network of around 250 professional researchers
- Constantly report and hunt for new behaviors, new governance, new urbanism, and new business innovations
- Contribute to reports, Delphi method analysis & more

Freelance Writer

Trendland, NomadJunkie & more  06/2016 - 04/2019  Worldwide

- Conduct in dept qualitative and quantitative research on emerging behaviours
- Compose articles and research on subject of design, art, fashion, travel, photography and culture
- Create B2B and B2C high quality and inspiring content generating more than 20,000 views

Trend Sales Consultant

Patty Shapiro  01/2015 - 06/2015  Montréal, Canada

- Suggest and sell an assortment of 200+ trend products and B2B publications to Canadian design, interior and fashion businesses.
- Continuously scout and follow up on clients needs.
- Work closely and on a daily basis with stakeholders: Mod info, Carlin and other suppliers.
- Increase sales and visibility by 5% with website updates, SEO and branding.

Flight Attendant

Air Canada  12/2012 - 04/2018  Toronto & Montréal, Canada.

- Ensure security and wellbeing of 50+ passengers during flights (international and transborder)
- Collaborate with employees around the world and respect a strict work ethic in high-pressure environment.

CONNECT



Portfolio

<https://www.mariemichelelarivee.ca/unglobalpulse.html>



LinkedIn

www.linkedin.com/mariemichelelarivee

PROFESSIONAL NETWORK

TWIN Insight Network

Trend Watching


Netherlands

 2020 - Ongoing

Curational Committe

U+ Plurality University

France

 2020 - Ongoing

Uzine #4 - Future of Food #4,

Uzine #6 - Future of Clothes

Les Éclaireurs

SoonSoonSoon

France

 2019 - 2021

Global Scanning Network (GSN)

Copenhagen Institute of Future Studies

Denmark

 2020

Consumer and Retail unit

MASTERED TOOLS

Microsoft Suite

Google Suite Office365

AdobeCreative Suite Asana

Monday Podio Slack

Miro Mural