

Benoît-Hugo St-Pierre

Member of the board of directors for FitSpirit since 2024, Benoît-Hugo St-Pierre has held the position of Director, Programs of Excellence and Professional Development at the Institut national du sport du Québec (INS Québec) since 2023.

Having held the positions of Sports Event Organizer at Triathlon *TRIMÉGO* of Trois-Rivières from 2003 to 2007 and Director/Coach at Triathlon Québec from 2004 to 2009, he was subsequently Project Manager from 2009 to 2016 and Director of Business Development and Partnerships from 2016 to 2019 at Québec en Forme. Before joining INS Québec, Benoît-Hugo was the Director of Partnership Strategy and Customer Experience from 2019 to 2022 and Director of Business Development from 2022 to 2023 at M361.

Holder of a bachelor's degree in physical education and health, he also holds certifications in leadership and management skills. A natural leader with excellent capacity to adapt, Benoît-Hugo is renowned for his ability to mobilize people towards common goals. With solid experience in management, team coordination, promotion, project development and partnerships in the field of sport, physical activity and healthy lifestyles, he has developed an impressive professional business network both at the regional, national and international level.