



Bianca Barbucci

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Bianca Barbucci is the National Director, Marketing, Communications and Brand at Stikeman Elliott.

She is a senior marketer with over 25 years of experience. She leads a team dedicated to managing the firm's brand, as well as all marketing and communications initiatives across all channels, and across the entire firm. This includes brand positioning and brand touch points, customer engagement, content amplification, media relations, advertising and PR, directories, awards and rankings, and marketing-related analytics.

Before joining the firm, Ms. Barbucci had her own marketing and business development consulting practice. In previous positions, she led the shopper marketing division of a large TV network and worked for numerous years in the advertising and marketing agency business, in Vice-President and Managing Director roles.

Professional Activities

Ms. Barbucci gives workshops and coaching in the areas of marketing, customer experience and loyalty. She speaks at various conferences and other corporate events on customer experience and loyalty marketing. She is very involved and highly regarded in the marketing industry across Canada. She sat on the board of the Canadian Marketing Association (CMA) for 9 years and is now Honorary Lifetime Member of CMA. She also co-hosted the CMA Awards, the largest marketing awards event in Canada. Previously, she was Co-chair of the Canadian Council of the American Electronic Retailer Association, President of the Relationship Marketing Association (Quebec chapter of CMA), President of the CICQ (board of Quebec MarCom associations) and the designated representative for Quebec at the Federation of International Retail Association Executives.

Education

Ms. Barbucci has a Bachelors degree in Arts from McGill University and has participated in numerous courses and conferences on various marketing-related topics.