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Martine St-Victor is a communications strategist and the general manager of Edelman in Montréal, one of its 60 offices worldwide, making it the world's most important communication firm. She is a monthly columnist at the *Montréal Gazette* and *La Presse* and can be seen and heard regularly on Radio-Canada television and radio as well as on the CBC and CTV. Martine is a trustee on various boards and vice-chair of the Québec section of the International Women's Forum (IWF). She is also a guest lecturer at the Mohammed VI Polytechnic University in Morocco. For her contributions to Canada, Martine was awarded the King Charles III Coronation Medal in 2024.