



MARGUERITE SENECAL

**SENIOR CLIENT PARTNER
ARLINGTON'S BOARD & EXECUTIVE TALENT MANAGEMENT PROGRAM**

"It is one thing to do great work; it is another skill entirely to speak about it well. Our mission is to identify and augment the communication skills of our clients so that they are seen and heard as they intend and empowered to contribute their gifts where they have the most impact."

Marguerite Senecal, is a Senior Client Partner in our Executive and Board Advisory Practice at Arlington Partners International. Marguerite leads the in-depth board and executive interview preparation module of Arlington's Board and Executive Advisory Talent Management Program. Through this module, Marguerite works with Arlington clients in person and on film to ensure that they are articulating clearly and concisely the potential benefit they bring to a board and a company during the interview process.

Marguerite supports Arlington clients to develop and refine their communication, presentation and interpersonal skills. She guides them to clearly articulate their relevant business experience, skills and successes and to convey confidence, authenticity and executive and board presence. She supports them to think strategically and to inspire, motivate and transmit their vision in the most compelling way.

Marguerite's career as a communication professional is built on a solid foundation as a journalist in Montreal and Toronto, at *The Gazette, Global, CBC and CTV*, and prime-time news anchor at *Standard Broadcasting*. Founder of Senecal Communications, Marguerite develops the communication skills and authentic presence of executives in all sectors, including health, energy, government, pharma and financial, professional and legal services.

A published author and multi-award- winning producer of corporate and informational video, her profiles of Chief Justices Roy McMurtry and Warren Winkler were honoured at the *Houston International Film Festival*. Marguerite is exceptionally effective at improving a leader's ability to convey his or her unique value clearly, succinctly with conviction; critical to board and executive appointments. Marguerite's clear insight, diplomatically forthright style, practical advice and ability to leverage a leader's existing strengths has been valuable to Arlington clients developing their next board and executive portfolio through Arlington's Talent Management programs.

Marguerite has a MA, English (graduate studies), from McGill University; an Honours BA (English) from Concordia University, Certification and Leadership Circle from the Coaches Training Institute. A Quebec Conservatory trained violinist, she brings invaluable lessons from stage performance to her work in communications. She supports causes promoting education and the empowerment of women and indigenous peoples.

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