

Marie-Chantal Savoy  
Director, Marketing Innovation

After leaving her Director role at Air Canada, Marie-Chantal began her career at CN in 1997. This career has spanned from Information Technology to as Director of Marketing for Forest Products and then into her current role as Director of Marketing Innovation.

Of all the innovative services and products that CN has launched over the years, none have more impact than those that flow from its bold agenda of supply chain collaboration. They have become an engine of supply chain capability that helps grow markets and, most of all helps its customers succeed.

As the Director of Marketing Innovation, Marie-Chantal leads a team of innovative marketers. They represent a dynamic industry, telling fascinating stories about the company, its people and supply chain partners. They are elevating marketing in the rail industry, giving CN a new face in print, online and at every event CN attends. Every day they get to collaborate, creatively and strategically with customers and supply chain partners to make CN's brand strong.

The Transportation Marketing & Sales Association (TMSA) recently named Marie-Chantal Savoy, Director of Marketing Innovation at CN, the 2016 TMSA Marketing Executive of the Year.

Marie exemplifies what TMSA encourages our members to aspire to," said Brian Everett, TMSA's chief executive officer. "Those involved in the selection process were thoroughly impressed with how effectively Savoy has elevated marketing in the rail industry within North America, while

giving CN a new face digitally, in print, and at every intersection where the CN brand interacts with stakeholders. We were particularly struck by a statement made in her nomination: 'Marie is fearless in how she approaches a challenge. As a result she creates commitment in those around her, this has been core to her success in elevating and modernizing CN' s marketing. She has managerial courage, she is creative and innovative, and has unstoppable passion.' "

Prior to joining CN, Marie worked for a variety of corporations and industries where she developed her extensive experience in marketing and communications. Marie-Chantal holds a Bachelors of Business Administration and Marketing from the University of Quebec at Montreal (UQAM).