

Media release

For immediate release

The SFM appoints Jean-Michel Beaudry as Executive Director

Saint-Boniface, August 7, 2024 – The Société de la francophonie manitobaine (SFM) is proud to announce the appointment of Jean-Michel Beaudry to the position of Executive Director, unanimously approved by the SFM Board of Directors (BOD) following the recommendation of the BOD Selection Committee. After serving with dedication as Assistant Executive Director for the past five years, Jean-Michel will now bring his leadership and expertise to the SFM helm.

"We are delighted to welcome Jean-Michel Beaudry as SFM's new Executive Director," says Angela Cassie, SFM President. "His passion for the Francophonie and deep commitment to our community at the local, provincial and national levels make him a compelling choice to lead our organization. Under his leadership, the SFM will continue to serve and strengthen our diverse francophone community."

Over the years, Jean-Michel has played an active and committed role in the Francophone community, both locally and nationally. His career is a testament to his passion for the Francophonie and his commitment to ensuring a more inclusive francophone community in Manitoba. Thanks to his skills in sociocultural project administration, community mobilization and communications, Jean-Michel has successfully led numerous initiatives that have had a positive impact on the francophone community.

Sensitive to issues related to the French-speaking Métis community, rural communities and immigration issues, Jean-Michel Beaudry brings an important perspective and a keen interest in the challenges facing our communities. His ability to shape leadership, make sound management decisions and adopt a strategic vision will help strengthen the SFM in its role as an advocate for Manitoba's Francophonie.

"It is with great honour that I accept the position of Executive Director of the SFM," says Jean-Michel Beaudry. "I am committed to working with the Board of Directors, the SFM team, members of our community, political decision makers and the general public to advance our collective vision. Together, we will continue to celebrate the richness of our Francophonie and promote its importance in the social and economic fabric of our province."

The recruitment process conducted in collaboration with People First HR generated strong interest in the position, with no fewer than 60 applications from Manitoba and across the country. After a rigorous selection process, Jean-Michel Beaudry stood out from the twelve shortlisted candidates for his vision, experience and skills.

The SFM would like to thank all the candidates who expressed an interest in this leadership role, and warmly congratulate Jean-Michel on his appointment. We are convinced that his expertise and knowledge of the Community Strategic Plan will be invaluable assets for the continued development of our francophone community.

For more information on Jean-Michel Beaudry's experience, qualifications and background, please consult this [fact sheet](#).

You can also download high-resolution photos of Jean-Michel taken by local photographer Marcel Druwé by clicking on this link: [Photos – Jean-Michel Beaudry](#).

The Société de la Francophonie manitobaine (SFM), an organization representing the Manitoba Francophone community, ensures the development of this community and demands full respect for its rights.

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