

# ALEXANDRE POTVIN

alexandre.potvin@live.ca | +1 438-862-8313 | Montreal, QC Canada

## EDUCATION

### MASTER OF MANAGEMENT, 2022

#### International Arts Management

SDA Bocconi, Milan

HEC, Montreal

SMU, Dallas

### BACHELOR OF ARTS, 2020

#### Art History

Université de Montréal

Université Paris Sorbonne -Licence II

## COMPETENCIES

- Analytical Strategy
- Project Management
- Talent Scouting & Management
- Interpersonal and communication skills
- Writing
- Communication

## TOOLS

Trello, Monday, Google Analytics, Microsoft Office Suite, G-Suite, Keynote

## LANGUAGES

French (Native)

English (Fluent)

Japanese (Conversational)

Spanish (Basic)

## OTHER

- Mater's Thesis: *'The Integration of Contemporary Art in Luxury and Fashion Retail. A Multidimensional Space: Commercial, Museal, and Experiential*
- Recipient of the MITACS grant for Funding For Innovation And Growth for Winter 2021 with Art Collision
- Inside LVMH Diploma, 2021
- Japanese Language Diploma B2, 2017

## EXPERIENCE

### PARTNERSHIPS AND SPONSORSHIPS COORDINATOR – Montreal

#### MONTREAL MUSEUM OF FINE ARTS - MMFA – March 2023 – To date

- Identifying and soliciting prospects for partnerships and in-kind sponsorships for donor recognition events and fundraising events, including the MMFA Ball
- Planning and coordinating the monitoring of key priorities and major projects of the MMFA Foundation, including stakeholder engagement, major funding, events, and corporate partnerships
- Contributing to major revenue generation through the development, writing, and formatting of solicitation documents, contracts, invoices, letters, and visibility reports
- Providing administrative support to corporate partnership activities including project coordination, administration, and communication
- Representing the Foundation with partners at events.

### STRATEGIST & PRODUCER – Global

#### FREELANCE – December 2018 – To Date

- Developing and curating projects for buyers and private institutions on the international market, including contracts with Four Seasons, Marcus Samuelsson, Dris Van Notten, SSENSE, AGAC Contemporary Art Gallery Association, Fantasia Film Festival, Consulat Agency, among private clients.
- Directed +5 projects and led organizational design and content development in accordance with the standards specific to each country for an international high-end audience
- Coordinated the production strategy for internal/external/local teams ranging from 2-5 personal
- Writing +30 technical pieces for exhibition catalogs and published books

### STRATEGIST & CONTENT ASSOCIATE – Toronto

#### ART COLLISION – July 2020 - April 2022

- Implementing internal strategies for different institutions following Covid19 according to their target market including Caviar20, Thompson Landry Gallery, and Fischtein Fine Art, among others, increasing engagement +50%
- Boosted client sales an average of 18-20% by developed go-to market merchandising strategies for 5 e-commerce platforms
- Acted as Panel Director in the first International Metaverse Fair AGI2021
- Creating digital exhibitions on virtual reality platforms and managed +5 e-commerce platforms
- Structuring Floating Point Gallery, the first Canadian gallery living in multiple Metaverses and sponsored by META