



Emilie Fontaine, *Vice President, Brand & Products*

A graduate in Animal Science from McGill University and a member of the Ordre des agronomes du Québec since 2007, Emilie Fontaine embodies the passion and vision driving Jefo Nutrition forward.

She began her career within the company providing technical support for ruminant solutions, before identifying new opportunities for innovation in communication and marketing. A visionary leader, she founded Jefo's marketing department and became its director in 2011. Three years later, she expanded her scope by taking charge of regulatory affairs.

Emilie has played a key role in several strategic milestones in Jefo's history, including the rollout of the new brand identity in 2011, the repositioning of the company in 2016, and the creation of the employer brand unveiled in May 2018. Alongside these achievements, she completed a graduate diploma in marketing communications at HEC Montreal — while becoming a mother of two, reflecting her remarkable balance between professional rigour and strong personal values. Emilie is an inspiring woman who contributes to redefining the role of female leadership in the agricultural sector.

Appointed Vice President, Brand & Products in 2019, she now oversees the Technical Services and Applied Scientific Curiosity (Research) departments, which support the development and global implementation of Jefo solutions. Under her leadership, these teams combine science and communication to strengthen Jefo's credibility and international influence.

Committed to her community, Emilie is actively involved as a volunteer in various organizations related to agronomy, equestrian activities, education, and local economic development. Passionate about horses, she practices western riding—particularly reining and trail riding—where she finds the same discipline, precision, and passion that guide her career.

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