

## EMPLOYMENT LETTER – CHIEF MARKETING OFFICER

### (Mode of forwarding)

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....., (Quebec)  
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### Object: TERMS OF EMPLOYMENT AS CHIEF MARKETING OFFICER

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Dear Sir/Madam,

This letter confirms the terms of your employment with ..... (identification of the employer) (hereinafter the “Corporation”) as chief marketing officer. To confirm your acceptance of these terms, please sign one copy of this letter where indicated below and return it to us by .....

### 1.00 EMPLOYMENT

#### 1.01 Duties

As chief marketing officer, you are responsible, without limitation, for the following tasks:

- (a) plan and implement marketing strategy, including advertising and public relations, according with the strategic and financial objectives of the Corporation;
- (b) plan and coordinate the communications and public relations efforts;
- (c) carry out market research and customer surveys to assess demand, brand positioning and awareness;

- (d) identify and develop new markets;
- (e) analyze and evaluate the effectiveness of sales, methods, costs, and results;
- (f) directly manage major and critical developing Client accounts;
- (g) develop and manage the Budget of the marketing department;
- (h) select and manage external agencies;
- (i) elaborate pricing policies;
- (j) represent the Corporation at various events or business meetings;
- (k) promote positive relations with business partners, vendors and distributors;
- (l) recruit, train and supervise the marketing department employees;
- (m) perform any other duties entrusted to you by the Board of Directors.

**1.02 Reporting**

You shall report to the board of directors, whenever called upon to do so, or promptly whenever you become aware of facts or circumstances that the latter needs to know.

**1.03 Workplace**

When you are not traveling in the performance of your duties for the Corporation, your principal workplace is located at the head office of the latter or at any place of business that the Corporation may establish at any time during your employment period.

**1.04 Condition**

As a condition of your employment and in consideration for the compensation and benefits to be received by you, it is essential that you sign the attached ..... (list of documents regarding confidentiality, ethics, etc.) prior to the commencement of your employment.

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