

BIO

BRIGITTE JALBERT – President-CEO, Emballages Carrousel

While studying Business Administration at UQAM from 1983 to 1986, Brigitte Jalbert spent her summers working at Emballages Carrousel, the company founded in 1971 by her father Denis. She joined the team full-time in 1986, when Carrousel was making \$8 million in annual sales and had 30 employees. Among Brigitte's earliest accomplishments was creating the first-ever corporate brochure for the packaging industry in Canada—an initiative spurred by her keen interest in art and marketing, and for which she earned an Excellence Award from the South Shore Chamber of Commerce and Industry (CCIRS).

In the years that followed, she held various positions within the company, including in sales, purchasing, marketing, and HR, until she became a shareholder and vice-president in 1997. Carrousel continued to expand during that time, creating Carfabel (its paper bread-bag manufacturing division) in 1986, opening a branch in Quebec City in 2003, and acquiring a competitor in Drummondville in 2010.

In 2011, Brigitte took over the reins from her father as head of the company. She brought her vision forward and developed a process improvement plan that included, among other things, changing the IT system, installing inventory management software, and hiring key people in strategic positions. Steady growth prompted the company to expand its facilities in Quebec City, Drummondville, and Boucherville, as well as open a new warehouse in Boisbriand in 2018. During this period, the company redefined its vision, mission, and core values, revamped its corporate image, and reassessed its market strategy. Carfabel, for its part, was making great strides and positioned itself as the leading manufacturer of paper bread-bags in Quebec.

In 2013, Carrousel was recognized as one of **Canada's 50 Best Managed Companies by Deloitte**. The company achieved **Gold Standard** recognition in 2016 and, in 2019, became a **Platinum Club member of Canada's Best Managed Companies**.

Brigitte had another banner year in 2018, winning the **EY Entrepreneur of The Year Award**. Not only was she named the Quebec winner in the **Business-to-Business** category, she also received a special citation for **Strategic Leadership**, an honour she shared with her entire team.

These accolades led to her being honoured, in March 2019, with the **Order of Merit of the City of Boucherville**. In November of the same year, she received the **Demers Beaulne Award for Large Business Entrepreneur** from the *Réseau des femmes d'affaires du Québec* and the **Excellence in Entrepreneurship Award** at the 27th annual **RBC Canadian Women Entrepreneur Awards gala**. On March 7, 2020, the City of Boucherville presented her with the **Florence-Junca-Adenot award**.

As Carrousel celebrates its 50th anniversary this year, Brigitte is more determined than ever to carry on her father's dream of ensuring the company's continued growth—while remaining in Quebec—and of securing the jobs of passionate people who are integral to its success.