

**Press Release
For immediate distribution**

THE JUST FOR LAUGHS GROUP WELCOMES NEW CHIEF MARKETING OFFICER

Montreal, January 24, 2022 – The **Just For Laughs Group** is proud to announce the appointment of its new Chief Marketing Officer (CMO), **Jacqueline Grossman**. Jacqueline joins the company at an exciting time of exponential growth, digital transformation, expansion into new international markets, and the celebration of the 40th anniversary of Juste pour rire MONTRÉAL/Just For Laughs MONTREAL, the biggest comedy festival in the world.

“Jacqueline’s leadership skills and extensive background in branding, corporate communications, marketing strategy and customer experience, will be instrumental in helping us to pursue our growth plans to expand our footprint internationally. She will play a big part in contributing to the transformation of our business at a time which we are hopeful will mark the rebirth of our industry,” notes **Charles Décarie**, President and Chief Executive Officer of the **Just For Laughs Group**.



Originally from Montreal, **Jacqueline Grossman** is an accomplished marketing executive with extensive international experience. Throughout her career and under her helm, Grossman has led innovative and creative collaborations that have propelled the brands under her leadership to new heights. She started her career in telecommunications before moving to the travel industry where until recently, she was Vice President Marketing & Corporate Communications at Sunwing. Prior to this, she held senior leadership positions at Bell Canada, Rogers, HRG North America and Travel Brands Inc. Jacqueline holds an MBA from Schulich School of Business and a Bachelor of Commerce degree from Concordia University and has held various board positions at the

American Marketing Association, including President of the chapter.

“As someone who loves comedy and entertainment, Just For Laughs is a brand that I’m very familiar with and have been a fan of for a long time. This proudly Quebec-based company is well established in Canada and known around the world. Helping it to expand and flourish internationally is an opportunity and challenge that I could not be more enthusiastic about ,” confirms the new CMO.

Based in Toronto, **Jacqueline Grossman** will lead the team responsible for the company's marketing strategy and its international growth. She will be supported by **Yanick Nadeau**, Senior Director, Marketing, and **Noah Lemieux-Bernier**, Senior Director, Digital and Content Monetization, in the development and execution of the group's marketing strategies.

ABOUT JUST FOR LAUGHS GROUP

Founded in 1983, the Just for Laughs Group is the most important player in the global comedy industry co-owned by Groupe CH, Bell Media and ICM Partners. The company is an international powerhouse in the creation of multi-platform comedy content. Every year, it entertains millions of spectators with its festivals on Canadian and international stages, in Montréal – the biggest comedy event in the world – as well as in Toronto, Vancouver; Austin, U.S.A. and Sydney, Australia. The Group organizes shows featuring thousands of comics from Canada and other countries, including established artists as well as up-and-comers; stages its own comedy shows and musicals; produces touring shows; broadcasts digital and televised content (notably Gags, which is shown in 150 countries and followed by an online audience of ten million on YouTube); manages talented artists; and is the originator of the ComedyPRO and JPR Pro industry conferences. www.hahaha.com

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Information and interview requests:

Joëlle Mauffette, joelle.mauffette@gmail.com, 514-942-5778