

# JUST FOR LAUGHS

## MÉLANIE GRENIER JOINS THE JUST FOR LAUGHS GROUP AS VICE-PRESIDENT HUMAN RESOURCES

**Montreal, March 17, 2022** – The **Just For Laughs Group** is proud to announce the addition of **Mélanie Grenier** to its executive team. Her arrival solidifies the company's commitment to strengthen its employer brand while attracting and retaining top talent to support the expansion and diversification of its footprint. As a seasoned and strategic leader with over 20 years of experience in human resources and a degree in psychosociology from UQAM, along with an MBA in management consulting. Mélanie is the ideal person to champion the company's people strategy. With vast experience at companies including Solotech, MPC, Ubisoft and Groupe TVA, among others, her career track record is a testament to her success in leading high growth global organizations which are constantly evolving.



*“Mélanie is joining our executive team, which is now 50% female, at the perfect time. She will help us continue the task of expanding our workforce by recruiting new talent while also ensuring that our employees continue to develop to their full potential in a work environment and culture that reflects our values,”* says **Charles Décarie**, President and

CEO of the **Just For Laughs Group**. *“Having observed her enthusiasm and passion for her work, I believe she will contribute to helping us prioritize our company culture and make our employer brand even stronger.”*

*“I’m delighted to become part of the Just For Laughs team as head of the human resources department, which is a vital area for any company. Given the Group’s recent growth and diversification in media and digital, I’m joining at an exciting time that will make this professional challenge even more rewarding,”* notes **Mélanie Grenier**, the new vice-president human resources at the **Just For Laughs Group**.

#### **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 celebrating its 40<sup>th</sup> edition, this year – 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](http://www.hahaha.com)

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