



BRP'S ANNE-MARIE LABERGE EARNS PRESTIGIOUS MARKETING AWARD

November 14, 2017



Anne-Marie LaBerge

Valcourt, Quebec, November 14, 2017 – BRP's Anne-Marie LaBerge, senior vice-president, Global Brands and Communication, has won the CMO Club Marketing Innovation Award.

Bestowed annually to recognize top senior marketing executives in the U.S., the CMO Club Awards are given to chief marketing officers (CMO) by their peers.

"I am truly honoured to receive the Innovation Award from the CMO Club," says Anne-Marie. "Our passion to win the hearts and minds of our customers fuels our innovative marketing strategy and drives the very core of BRP. This translates into our obsession to bridging the 'last mile' and engaging consumers in contextual, relevant conversations."

The CMO Club was founded in 2007 by seasoned marketing executive Pete Krainik and currently has more than 850 members worldwide, all heads of marketing.

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