

**BEN MARC DIENDÉRE**  
CHAIR OF THE CONSEIL DES ARTS DE MONTRÉAL



Photo credit : Normand Huberdeau /  
Groupe NH Photographes

Born in Bobo-Dioulasso, Burkina Faso, Ben Marc Diendéré arrived in Quebec at the age of 25 after studying in France, and is today a communications expert with extensive managerial experience. In 2020, he was appointed Chief Public Affairs and Communications Officer at VIA Rail Canada.

Prior to this role, he held senior management positions in several large organizations, including Partenariat international, Quebecor and Sollio Cooperative Group (formerly La Coop fédérée) where he stood out for his keen understanding of issues and strategic thinking. In Montréal, his professional career began in the cultural sector at the Société de développement des entreprises culturelles (SODEC), where he was responsible for statistical and corporate research.

His interest in arts and culture as a boy has never waned and has seen him become an ardent promoter of Quebec culture today. From 2012 to 2019, he served on the Board of Directors of the Conseil des arts de Montréal and chaired its Communications Committee, contributing to its positioning and reach. He has also participated in major fundraising campaigns (Théâtre du Rideau Vert and Théâtre du Nouveau Monde), served as honorary president of Vues d'Afrique (2018) and Nuit de l'Excellence (2019) and actively contributed to the Centre du Théâtre d'Aujourd'hui, Culture pour tous and Porte Parole.

His desire to contribute to the vitality and dynamism of Montréal sees him serve on the boards of directors of Université de Montréal, where chairs the development committee, Les Petits Frères and Groupe 3737, a hub of innovation and entrepreneurial diversity.

An engaging, inspiring and ambitious leader, his expertise stretches across numerous sectors (from telecommunications to transport and agri-food), and he boasts an extensive network in academic, community, business and philanthropic circles. In 2016, he co-founded Excellence Québec, an initiative to increase inclusion and representativeness on boards of directors.

Mr. Diendéré holds a master's degree in sociology of information and communication from the University of Ouagadougou. He also holds a DESS in communications and administration from Sorbonne Panthéon-ASSAS Paris II University and a master's in management and administration of cultural organizations from HEC Montréal.