

# SSWA FUTURE LEADERS SPONSORSHIP APPLICATION

## Personal Information:

Name: Florence Morissette Date: 05-05-2026

Contact Information - Email: florence\_morissette@cascades.com Phone: 514-436-4081

Date of Birth: 03/21/1996 Years Employed in Sanitary Supply Industry: 5 years

Company: Cascades

Position: Marketing Product Manager

Company Mentor/Sponsor: Emily Flynn, VP Sales US

In addition to submitting your resumé, introductory video, and letter of nomination/recommendation, please complete the following information as applicable:

## Volunteer Activity:

Please list the name of institution, dates of volunteer work, description of volunteer work, and why it is important to you.

I have been volunteering with the Charles-Bruneau Foundation since 2021, and this year marks my fifth consecutive year of involvement. Over the past five years, I have participated in the foundation's cycling event, which raises funds to support pediatric cancer research in Québec. Through organizing various fundraising initiatives within my network, I have raised over ten thousands dollars. This cause is particularly important to me because it allows me to actively contribute to improving lives of children and families affected by cancer. Being able to combine personal commitment, physical challenge, and community engagement makes this experience both meaningful and motivating, and reinforces my desire to give back through long-term involvement.

## Work Activity:

Please list all current and past employment (include dates). For each job describe the nature of your position and any management positions held.

Marketing Product Manager - Cascades - October 2021 to current day - Overseeing a national product portfolio for the Cascades PRO brand, including hand towels and kitchen roll towels categories. Responsible for new product development, continuous improvement initiatives, and full lifecycle management. Additionally, manage the creation and deployment of marketing tools to support product launches, sales enablement and brand growth.

Director of culinary experience - Cook it - 2018 to 2021 - Led the recipe development process at Cook it, a ready-to-cook meal service, aligning chefs, sourcing teams, and media partners. Managed the development and go-to-market of private label products and oversaw the recipe development team and a coordinator.

## Personal Accomplishments:

Include any accomplishments that you would like to be considered in evaluating your application.

Outside my full-time professional role, I am involved as an indoor cycling instructor, leading group fitness classes in a high energy environment. Successfully managing these two commitments demonstrates strong discipline, organization as well as personal drive. More recently, I began offering weekly classes to coworkers, which has allowed me to build stronger relationships within my organization, foster engagement beyond day-to-day work, and connect with colleague in a different, collaborative setting.

I find it particularly meaningful to guide, motivate and accompany individuals as they push themselves forward. This experience reinforces the type of leader I aspire to be - one who supports, challenges and help others grow. I am excited to continue developing this people-focused leadership approach in my full-time career as my responsibilities expand.

# Florence Morissette

Communication Graduate | [Public Relations](#)

514-436-4081

[Florence\\_morissette@cascades.com](mailto:Florence_morissette@cascades.com)

[www.linkedin.com/in/fmorissette/](https://www.linkedin.com/in/fmorissette/)

## WORK EXPERIENCE

### Cascades

#### *Product manager – B2B*

JANUARY 2023 - ONGOING

*Product Manager with 5 years of experience in the North American sanitary and packaging industry, spanning both private label and national brand portfolios. Experienced in leading cross-functional teams and strategic continuous improvement initiatives focused on process optimization, value creation, and long-term brand performance. Recognized for leadership potential, strategic mindset, and strong communication across operations, sales, sustainability, and suppliers.*

- Manage the product development process for private label clients and national brand across North America.
- Manage product lifecycle while maintaining profitability.
- Facilitate communication between internal business partners as part of the product development and optimization projects (Graphics, Legal, Quality, Operations...).
- Participate in the RFP process and make recommendations based on market and internal data.
- Monitor market trends to develop product, market and consumer intelligence.

#### *Assistant product manager – Retail*

OCTOBER 2021 - JANUARY 2023

#### **Cook it— Culinary Experience Lead, Category Manager, Communication Intern**

SEPTEMBRE 2018 - OCTOBER 2021

*Progressed through multiple roles within the organization, contributing to media campaigns, sponsored content, and private label product development initiatives. Played a key role in strategic planning, KPI tracking, and continuous improvement efforts to support product performance. Led and coordinated the product development team while fostering*

## SKILLS

Product Lifecycle Management

Cross-Functional Leadership

Strategic Project Management

Stakeholder & Partnership Management

Market & Consumer Insights

Executive Communication & Presentation

## LANGUAGES

French – Mother tongue

English – Advanced

*strong partnerships with suppliers, chefs, and media partners, ensuring effective cross-functional collaboration.*

- Strategic planning (monthly menus, media campaigns, ingredients sourcing).
- Build and maintain strong relationships with various business partners (suppliers, chefs, media partners...).
- Ensure effective communication between cross functional teams.
- Manage all members of the product development team.

## **Quebec Intellectual Disability Society— *Social media manager***

FEBRUARY 2019- JULY 2020

- Content creation and community management for various social media channels (LinkedIn, Facebook, Instagram).
- Elaborate and execute public relations campaigns to drive awareness to the cause.
- Write and revise various texts such as press releases, blog posts and annual reports.
- Update website.

## **EDUCATION**

### **Université du Québec à Montréal- UQÀM — Public Relations**

SEPTEMBER 2015- APRIL 2019

Bachelor of Communication (Public Relations)

### **HEC Montréal**

June 2021

Project management training



May 26, 2026

## Letter of Nomination and Recommendation - SSWA Future Leaders Program

To Whom It May Concern,

It is with great enthusiasm that I submit this letter in support of Florence Morissette's nomination for the SSWA Future Leaders Program, on behalf of Cascades.

As Vice President of Sales, US at Cascades, and Florence's sponsor and mentor for this program, I have had the opportunity to witness firsthand her exceptional professional growth, leadership potential, and commitment to excellence within the sanitary and packaging industry.

Florence currently serves as a Product Manager at Cascades, where she manages product development and lifecycle strategies across North America for both private label and national brands. In this role, she has consistently demonstrated strong business acumen, leading cross-functional initiatives that bring together sales, operations, quality, marketing, and external partners. Her ability to align diverse stakeholders and deliver value-driven solutions is particularly noteworthy.

With approximately five years of experience in the industry, Florence has rapidly distinguished herself as a high-potential leader. She combines strategic thinking with a deep understanding of market and consumer insights, enabling her to contribute meaningfully to product innovation, profitability, and long-term brand performance.

Beyond her core responsibilities, Florence embodies the qualities of a future leader through her proactive mindset and strong interpersonal skills. She actively contributes to fostering collaboration and engagement within teams, and recently extended her leadership beyond traditional business settings by organizing wellness and team-building initiatives within the organization. These efforts reflect her genuine commitment to people development and inclusive leadership.

Florence also demonstrates a commendable level of community involvement. Her long-standing commitment to the Charles-Bruneau Foundation, where she has raised significant funds in support of pediatric cancer research, highlights her sense of purpose and dedication to making a positive impact beyond the workplace.

The SSWA Future Leaders Program represents an ideal opportunity for Florence to further expand her industry knowledge, strengthen her professional network, and continue developing as a leader in our field. I am confident that she will not only benefit greatly from this experience but will also contribute meaningfully to the program through her energy, curiosity, and collaborative spirit.

It is without reservation that I recommend Florence Morissette for this recognition. She is a talented, driven, and inspiring professional who truly reflects the next generation of leaders in our industry.

Please feel free to contact me should you require any additional information.

A handwritten signature in black ink that reads "Emily Flynn".

**Emily Flynn**

Vice President of Sales, US