



Isabelle Perreault
Director, Web and E-Marketing
Ottawa Senators and Scotiabank Place

Isabelle Perreault has been working in the e-marketing industry for the last ten years where she has helped organizations and clients navigate the ever-changing landscape of new media. She has planned and managed the development of hundreds of Web sites, implemented content management solutions and led the development of Web and data-driven e-marketing strategies.

Currently, she is the Director of Web and E-marketing for the Ottawa Senators Hockey Club and Scotiabank Place where she is leading the organization's e-marketing strategy across all channels including Internet, wireless and e-mail. She is responsible for all core Web sites, interactive online services and subscriber databases. Isabelle is also leading the Ottawa Senators online advertising and social media strategies, data and e-mail marketing plans and recently launched the organization's wireless marketing strategy.

Isabelle holds a Bachelor of Arts degree in Communications with honours in New Media from the University of Ottawa. In addition to speaking at conferences and giving workshops, Isabelle served as the President of the Ottawa Chapter of the International Association of Business Communicators and sat on the board for four years. She also helped to develop and teach a training course for communication professionals at Algonquin College in Ottawa called *PR and the Web*.

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