



Lise Monette

Chief Markets Officer | Montréal

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Biography

Lise Monette is Chief Markets Officer at Miller Thomson and is responsible for driving all aspects of client development, profile-building and communications.

An enterprising and energetic team builder, marketer, communicator and brand builder obsessed with driving revenue growth and measuring results, Lise has an extensive background in professional services. She has held senior leadership positions in business development and marketing with several AmLaw 100 law firms and a top-ranked global accounting and advisory firm, as well as her own consultancy business.

Fully bilingual, Lise helps professionals forge strong relationships with clients through tailored experience programs and other business development strategies. She has conducted hundreds of face-to-face interviews with CEOs, General Counsel and CFOs that have helped professional services firms earn top client satisfaction scores. Her skills and knowledge have been recognized by the Association of Corporate Counsel, which awarded her the “President’s Award” for providing best law firm programs to corporate counsel (2007-2011), as well as the Legal Marketing Association which presented her the leadership award for her significant marketing contributions to the legal profession in Canada (2014).

Education

- ITSMA, Next Generation Marketing; Digital Marketing, 2020
- Niagara Institute, Leadership Development Program, 2001
- University of Toronto, Marketing Certificate, 1998
- Algonquin College, Management Certificate, 1991

Languages spoken

- English
- French