

# **Alexandra Rousseau**

**Senior Director, Global Marketing at Consulate General of Canada (CTA Boston)**

Boston, MA, US

Alexandra Rousseau is a marketing leader with expertise in business development, executive communication and product management.

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## **Biography**

Alexandra Rousseau is a business development (M&A), strategic initiatives and marketing leader with 15+ years experience in medical device focused on: executing business development transactions, developing and implementing strategic roadmaps for business growth and launching new products. Prior to joining Belmont Medical Technologies, Alexandra worked for Thermo Fisher Scientific, Medtronic, and Boston Scientific in a variety of business development and corporate strategy roles.

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## **Industry Expertise**

Advertising/Marketing, Medical Devices

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## **Areas of Expertise**

Product Commercialization, Product Management, Executive Communication, Strategic Planning, Business Development

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## **Education**

**Duke University**

M.E.M Environmental Management

**Boston College Carroll School of Management**

M.B.A.

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