



Yvan Asselin
Media Management Consultant

Yvan Asselin has over 40 years of experience in the media field. He specializes in strategic advice, developing program strategies, management training and communication professions.

Yvan Asselin acquired special expertise in fostering partnerships and agreements among French-language African and Canadian media, through his two years of work experience in Africa, where he ran Radio OKAPI, a station dedicated to the peace process in the Democratic Republic of the Congo (DRC), and developed media projects in Côte d'Ivoire.

Mr. Asselin is the vice-president of the Mativi Canada development project, an online French-language TV network devoted to business linkage. Mativi Canada provides new business alliance opportunities through the production of high-definition videos available to a target audience in the world's francophone capitals.

He is also president of the A4 TV production company, which produces documentaries for Canadian and foreign broadcasters. Yvan Asselin has been a guest speaker at various conferences on media in Algeria, Spain, Mauritania, DRC and Burkina Faso.