

## ACI Global Training Instructor Biography



**Dr. Claude MARTEL Course:** Airport Communications and Public Relations

Claude Martel has over 25 years of experience in the domain of public relations, communication, media production, and training and in the implementation of cutting edge technology.

Claude has held senior management roles in large organizations like Pratt & Whitney Canada, Telus, Fujitsu consulting, Hydro-Québec and Aviation Strategies International where he has been implicated in the development and execution of their communications and media relation strategies.

In the last decade he has taught public relations, organizational communications, new media courses and seminars in Canadian universities including Concordia and Ottawa University. He also held private seminars on the subject and help develop over 300 professionals in these areas.

He is also a founding member and former President of multiple media association, including the Quebec and Canadian Association of eLearning producers (Alliance eLearning and CELeA). He is also an active contributor to the Canadian Foreign Affairs, National Education Marketing Roundtable.