



*Press Release
For Immediate Release*

Change in management at Soproq

Montreal, April 4, 2022 – The Board of Directors of The Quebec Collective Society for the Rights of Makers of Sound and Video Recordings (Soproq) is pleased to announce the appointment of Thomas Jolicoeur as Executive Director and Lyette Bouchard as Vice-President, Partnerships and Institutional Affairs.

“I would like to acknowledge Lyette's exceptional contribution and tireless dedication during all these years”, said Mark Lazare, President of the Board. “Under her direction, Soproq has developed and established itself as one of the main actors in the collective rights administration of local sound recording and music video makers. Her visionary leadership, her great knowledge of the musical ecosystem and her energy have largely contributed and will continue to give a strong impetus to the entire organization. I am delighted that she is staying with us and will be able to put her skills to even greater use in the defense of makers' rights.”

“I am very proud of our journey as a Collective Management Organization for the benefit of independent makers and all the work done over the years has only been possible with talented people at my side. The copyright battle is a daily effort and is far from over. It is with great interest and always passionate, that I will pursue this mission for local music”, said Lyette Bouchard.

An appointment of continuity for Thomas Jolicoeur

“I congratulate Thomas on his appointment as Executive Director. Thomas has the full confidence and support of all members of the Board of Directors. Over the past 5 years, he has been able to assert his leadership and contribute his skills to the development of the organization's many projects. We are counting on him to ensure that Soproq continues to be one of the most successful and appreciated collecting societies, at the service of its community. His professionalism, his in-depth knowledge of the organization, his managerial qualities are all fundamental abilities necessary to achieve our primary objective of always better meeting the needs of members,” adds Mark Lazare.

“I am honored by the trust shown in me by the Board of Directors,” declared Thomas Jolicoeur. “First of all, I would like to express my gratitude to Lyette Bouchard for the trust she placed in me and all the knowledge she passed on to me. Throughout my career at Soproq, I have had the privilege of working with colleagues who have greatly contributed to the evolution and development of Soproq. I am undertaking my mandate, surrounded by a competent team that is always keen to exceed the expectations of members.”

About Lyette Bouchard and Thomas Jolicoeur

Involved for more than 30 years in the music business, Lyette Bouchard has always felt immense pride in being at the service of makers of audiovisual and musical content. Previously at the AQPM, she joined the Association québécoise de l'industrie du disque, du spectacle et de la vidéo (ADISQ) in 1995 as Head of Labor Relations and Assistant to the General Manager. From 1997, she worked there as Deputy General Manager and was also the Executive Director of Soproq from the year 2000. She holds a bachelor's degree and a master's degree in industrial relations from the Université de Montréal.

With more than 20 years of experience to his credit in the music business, Thomas Jolicoeur was previously responsible for programs and regulations at Musicaction and RadioStar, after ten years with L'Équipe Spectra (Spectra Musique, Festival International de Jazz de Montréal, FrancoFolies de Montréal, Festival Montréal en Lumière, la Maison du Festival, etc.). He holds a law degree from the University of Ottawa, as well as an MBA from HEC Montréal.

About Soproq

Soproq is a not-for-profit collective rights management organization for makers of sound recordings and music videos. The organization collects and distributes royalties from the public performance and reproduction of sound recordings and music videos in its repertoire, as well as the royalties from the private copying regime. It also negotiates with music supply services and grants general licenses for the use of titles in its repertoire. Soproq's repertoire includes nearly 2,5 million titles belonging to more than 5, 200 rights owners from Quebec, other provinces in Canada and from other countries: record labels, independent artists, distributors, associations, foreign collectives, etc.

-30-

Source and information: Soproq
Gwenaëlle Sartre, Communications and Special Projects Coordinator
Phone: 514 842-5147, extension 242
gsartre@soproq.org

Stay informed of all Soproq news, [subscribe to our newsletter](#).