

PYROWAVE

Virginie Bussières

Vice-President, Communications, Marketing and Government Relations and Pyrowave's spokesperson



Mrs. Bussi res is Vice-Prsidente, Communications, Marketing and Government Relations at Pyrowave. She has many years of experience in strategic counsel and management in communications and public affairs functions, including in the environmental and manufacturing areas. For the last years, she has led innovative recycling and packaging projects, while engaging local and international partners, thus contributing to the development of a circular economy. Mrs. Bussi res holds a BA in Communications and in Political Science, as well as an MBA.

Throughout her career, Mrs. Bussi res has gained an in-depth understanding of political, legal and business issues. Her expertise in the development of communications strategies, in government relations as well as in corporate social responsibility, combined with her ability to engage teams and create strong partnerships, contributes to the marketing of Pyrowave’s innovative plastic recycling technology on the local and international markets.

Mrs. Bussi res teaches public relations at Universit  de Montr al and serves on various committees.

