

2016 Delegate Profile

Name: Simon Michaud

Personal "One step at a time. Going up..."

Motto:

Location: Quebec City, Quebec

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My Company

Name: TORQ Agence

Founded: 2013

Website: <http://www.torqagence.com/en/>



Life as an Entrepreneur

The Trigger: Why did you become an entrepreneur? What prompted you to take that first step? How did you develop the concept for your business?

I never became an entrepreneur, I have been one for as long as I can remember. When I was younger, I was the boy that planned breakdance sessions at elementary school and later, became the guy that organized parties at the clubs. Now I'm taking over the family business after working in all the different positions at the company and learning in the field. The idea of TORQ Agency came from my desire to build something of my own inside the business my father was running (a TV production company and a postproduction studio). My passion for brands and advertising reminds me that I am in the right place every day.

Describe your greatest accomplishment/most rewarding moment of your career as an entrepreneur?

I built TORQ Agency based on an original but unsuccessful attempt led by a general manager who my father had hired. In the past few years, TORQ Agency has grown to 9 employees. I have restored financial stability and created new jobs by ensuring growth. TORQ Agency is still a young and small agency but a huge accomplishment for me.

Please describe your next challenge or plans for your business or for yourself as an entrepreneur:

I don't really know what's waiting for me around the next corner and this is exactly what keeps me alive! In the short term though, I'm facing a time crunch. I need more people to help me operate my agency so I can spend time developing the opportunities that pass under my nose and take over my father's position as president of the company.