

Pierre DesRoches

Biographical Notes

Mr. DesRoches was born in Montreal in 1931 where he attended the Collège Sainte-Marie. In 1951, after working in radio and television, he joined the CBC's French Services division in Montreal. He became a television producer with the Corporation in 1956 and was responsible for its immensely popular youth programs "Pépinot" and "Le courrier du roi". He was named Network Supervisor, Youth Programming, in 1964. Following his appointment as Television Operations Director in 1966, he became Assistant Television Programming Director and then Managing Director of French Radio in 1970.

After joining CBC's head office in Ottawa in 1971 as Director of Development, Mr. DesRoches was appointed Vice-President, Planning in 1974. He was named Executive Vice-President of the CBC in 1975, and became Vice-President and General Manager, French Services Division in 1982. In 1983, he was appointed Vice-president, French Television Network, with responsibility for production plant operations at the CBC's Montreal locations. Since January 1986, he has served as President of the Quebec-Canada Television Consortium made up of Radio-Québec, TV Ontario, Télé-Métropole, Télé-Capitale, the National Film Board, Cogeco, independent producers from Quebec, and the CBC. Mr. DesRoches was elected to the Board of Governors of the University of Ottawa in 1975. He has also been a member of the Board of Directors of Telesat Canada.