



**Symposium  
Québec  
vélo de montagne**

# **Meet the voices shaping the symposium**

They build trails, spark ideas, and bring communities together. These are the changemakers leading the conversation at the inaugural Symposium Québec vélo de montagne.

**Get to know them — listed in  
alphabetical order by first name.**

Presented by:





# Alain Planchamps

## Parc des Sommets

As Executive Director of Parc des Sommets, Alain Planchamp works tirelessly to preserve biodiversity while promoting sustainable tourism. His commitment to balancing nature and development makes him a key figure in the management of this exceptional site.



# Brice Shirbach

## Professional mountain biker

Brice has been a professional mountain biker since 2012, and prior to his work as a contributing writer and photographer at Pinkbike.com as well as various other mountain bike publications, he started his own website in 2011 called Fattirefests.com. He had several videos and photos recognized as «video» or «photo of the day» on Pinkbike, and had well over 100 stories published online or in print since 2013.

In April of 2018, he delivered his first ever keynote speech to 86 high school students for a writing competition being held at Garnet Valley High School, and continue to be a part of career development days for junior and senior students.

He is currently a brand ambassador for several mountain bike companies, including Pivot Cycles, FSA, Stan's No Tubes, WTB, Fox, Julbo and others. He was also responsible for one of the most popular long-form, mountain bike editorial series on the internet called «Local Flavors», providing written, photographic, and video content all neatly packaged into the most comprehensive mountain bike destination guides on the planet, and produces several high-end multimedia series and projects for many of his sponsors and industry partners.



## Chantal Lachance

### Gestev founder

Chantal has over thirty years of experience in event management, sponsorship and government funding acquisition, special project development, and the creation of event communication plans, among other areas. Since founding Gestev with Patrice Drouin in 1992, her primary goal has been to achieve success alongside a team of deeply dedicated and passionate employees. Logistics, communications, the development of new and original concepts, public relations, and sales are by far her greatest strengths, contributing to the success of numerous projects signed by Gestev over the past 30 years!



# Émile Farrell-Dessureault

B.A., M. Env.

Émile has been passionate about mountain biking from a young age—a passion that has led him to explore many corners of North America. Also fascinated by the impact of human activities on the environment and climate change, he combined both interests by writing his master's thesis on the sustainability of mountain bike trails in Québec in the context of climate change.



## Éric Domaine

**Volunteer trailbuilder and prévisionniste**

Éric works to integrate climate change considerations into various infrastructure projects designed by engineers. He is passionate about trail building, especially when it comes to sustainable mountain bike trail development.





# Étienne Beaumont

## Vallée Bras-du-Nord

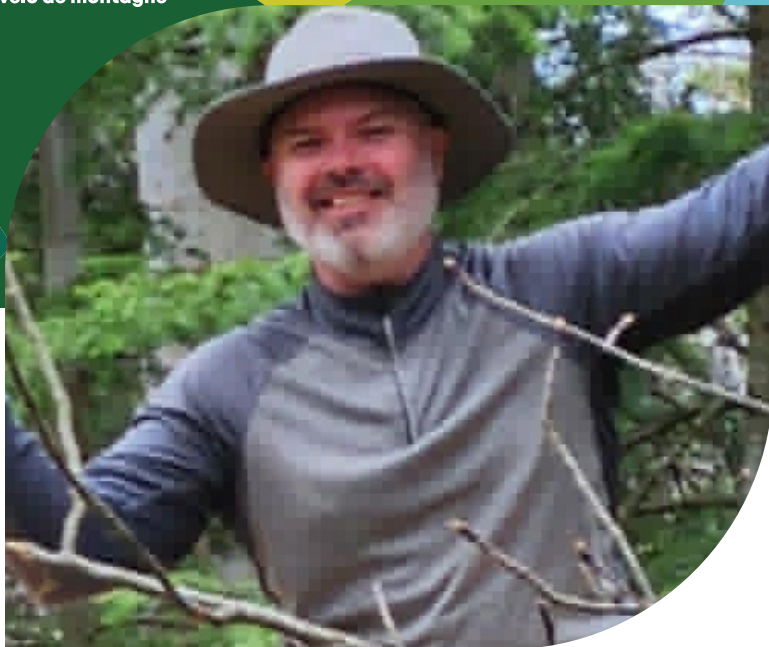
Etienne Beaumont, originally from Saint-Raymond-de-Portneuf, has been a key player in the development of the Vallée Bras-du-Nord Solidarity Cooperative since 2004, where he serves as Deputy Director.

He holds a bachelor's degree in outdoor intervention and a certificate in youth intervention from UQAC. He coordinates the En Marche project, a socio-professional integration program that has helped over 375 young people who were distant from the job market. He has also been involved in trail development in Vallée Bras-du-Nord since 2004.

In recognition of his commitment, he received the Reconnaissance jeunesse award in 2018 and the Sylvie Marois award in 2015 for his dedication to the outdoor sector.

He served as a municipal councillor for the City of Saint-Raymond for two terms from 2013 to 2021, notably overseeing files related to sustainable development and culture.

He is also Vice-Chair of the cooperative's Board of Directors.



# Félix St-Jacques Bédard

InnovSentier

Félix St-Jacques Bédard, a carpenter-joiner specializing in architectural joinery and holding a degree in civil engineering and a certificate in ecological building design, offers a technical workshop on the construction of sustainable trail structures. With 17 years of passion for mountain biking and experience in several of the world's largest bike parks, he founded InnovSentier to meet the need for robust solutions adapted to natural environments.





# Francis Tétrault

## Regroupement vélo de montagne des Cantons

A cycling enthusiast for over 25 years, Francis has dedicated his career to promoting and implementing programs aimed at developing mountain biking in Québec. Before joining the Regroupement vélo de montagne des Cantons, he worked with organizations such as BC2, Sentiers Boréals, Vélo Québec, the Association for the Development of Mountain Bike Trails in Québec, and the Québec Cycling Sports Federation.



## Frédéric Asselin

### Vallée Bras-du-Nord

Frédéric Asselin has been the Executive Director of the Vallée Bras-du-Nord Solidarity Cooperative since its founding in 2002 — a model recognized for its innovation and commitment to sustainable and regenerative development. A leader in Québec's outdoor tourism sector, he serves on several boards of directors, including Destination Québec cité, Aventure Écotourisme Québec (as Vice-President), and Rando Québec. He is also a co-founder and the current president of the Québec Mountain Biking Alliance in the Québec City region.

Frédéric shares his expertise as a consultant on tourism development projects both nationally and internationally (Nunavik, James Bay, Costa Rica, Guatemala, Morocco, etc.), helping to structure and promote high-potential sustainable destinations. He is known for his strategic vision, on-the-ground insight, and strong ability to rally communities around meaningful initiatives.



## Gabriel Marceau

Director of Operations, Empire 47

Gabriel has been active in the cycling world for nearly 25 years, building a wealth of experience in areas such as coaching, retail, trail building, and the development and management of a mountain biking center. He currently plays a key role within the management team at Empire 47, serving as Director of Operations.



# Gilles Morneau

Vélo Mag

As a rider, columnist, author, and administrator, Gilles has long been involved in the development of mountain biking in the Québec City region, contributing to the creation of popular trails at Vallée Bras-du-Nord and Empire 47.

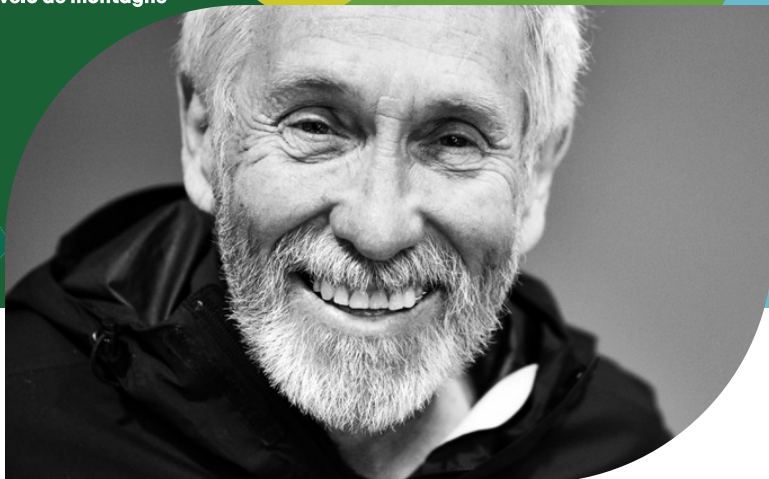




# Greg Durso

Kelly Brush Foundation

Greg is the Senior Program Director for the Kelly Brush Foundation, a nonprofit organization that helps individuals with spinal cord injuries lead active lifestyles. He is also an enthusiastic adaptive athlete.



# Glen Jacobs

## World Trail

Hailing from the dark rainforests of Northern Australia, riding mountain bikes since the mid 80's, Glen has been involved in the mountain bike industry for nearly 40 years. As the creative director of World Trail, he has transformed landscapes across the globe, designing and constructing some of the most iconic and innovative mountain bike products, including the infamous Blue Derby Trail Network. His expertise has shaped destinations around the globe, and creating more Olympics, World Championship, World Cup, Enduro World Series & Crankworx, than any person in the world. His style leaving an indelible mark on the sport at its highest levels.

Inducted by "The Mountain Bike Hall of Fame", recognised internationally for his pioneering approach to innovative and sustainable trail design, Glen has dedicated his life to creating riding experiences that challenge and inspire, while ensuring environmental integrity and safety for all riders. His work spans continents, from rugged backcountry adventures, successful destinations and high level competitive tracks, through to multi-functional progression within the industry, whilst always pushing the boundaries of what is possible. Beyond trail building, Glen's creative background as a cartoonist, graphic designer, and filmmaker helped capture the early spirit of mountain biking, producing some of the world's first mountain bike movies.

Passionate about the future of mountain biking, Glen continues to mentor the next generation of riders and trail builders, ensuring that the trails he creates today will inspire adventure for years to come.





## Hugues Foltz

Vooban

Hugues Foltz has been helping companies design and execute their digital transformation for over 20 years. In 2018, he became co-owner and Executive Vice President at Vooban, a firm renowned for its expertise in artificial intelligence and the development of custom software solutions. A mountain bike enthusiast himself, he is particularly proud that in 2024, Vooban became the owner of Endorphine, an all-in-one online management and booking platform for outdoor leisure businesses.



# Ian Hugues

Fondateur de Bike Skills

“I’ve had the privilege of coaching mountain biking full-time for over 25 years! My greatest passion: training coaches. As the founder of the Bikeskills Mountain Bike School, I also coordinate PMBIA certifications in Québec. I’m proud to help raise the standards of our industry—one training at a time.”



## Jeff Alexander

### Vermont Adaptive Ski and Sports

Jeff Alexander has been the Director of Strategic Partnerships and Business Development at Vermont Adaptive Ski and Sports since 2017. He has also worked in the NFL and Major League Baseball. He holds certifications in Visually Impaired and Cognitive Adaptive Snowboard Instruction, BICP Level 1 Adaptive Mountain Biking, and Wilderness First Aid. Jeff is passionate about ensuring that everyone has access to play.



## Jeff Jackson, ph.D

Jeff Jackson has been involved in the mountain trails sector since the 1990's. He is extensively involved in trail policy development in British Columbia, Ontario, and New Brunswick, has provided expert opinion in legal cases across North America. As a consultant he has worked with municipalities and land managers on risk assessment and trail management planning. With a Ph.D. in safety management, he wrote the risk management chapters in the IMBA trail resources, and presented at the first International Mountain Bike Conference in Whistler in 2006. He teaches in Algonquin College's Adventure Guide diploma program; Jeff is an avid xc racer, and has personally built over 30km of singletrack on his local trail network.



## Jérôme Pelland

### Bære

A passionate mountain biker for nearly 25 years, Jérôme Pelland is a key figure in trail development in Québec. An author, innovator, and entrepreneur, he founded ADSVMQ in 2004, Sentiers Boréals in 2009, and Bære in 2025—a firm specializing in recreation and tourism consulting. With over 550 projects completed across nine countries, he has contributed to the construction of 1,200 km of trails in Québec. A true builder of outdoor communities, he is also a recognized instructor with the PTBA.





# Joe Gaynor

**The Vermont Mountain Bike Association**

“Happy to call Vermont my home and make more trails for every type of person to enjoy the state I love.”





## Joe Fox

**Bike Borderlands, Outdoor Recreation Manager,  
Northern Forest Center**

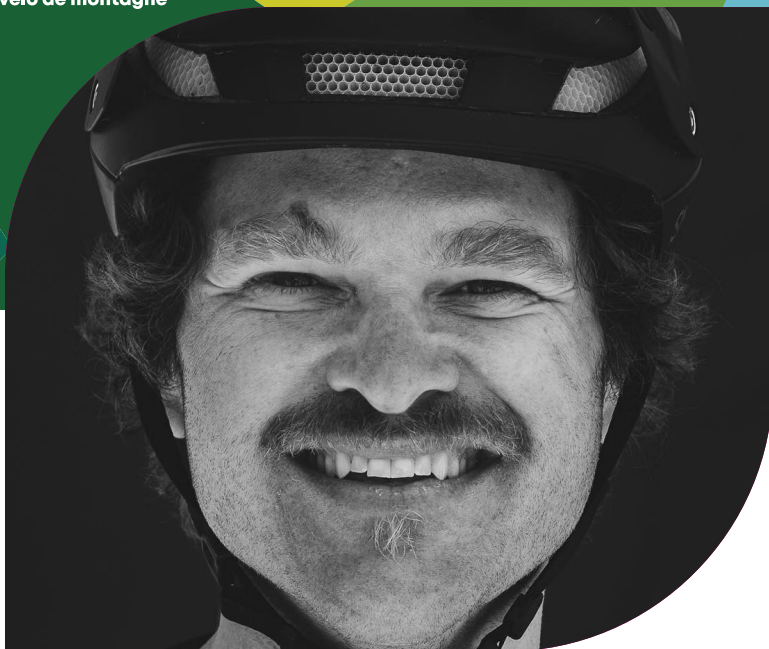
Joe helps manage the Bike Borderlands program, a collaborative of 16 non-profit mountain bike networks spread throughout Maine, New Hampshire, Vermont, New York, and Quebec and the Ride With Gratitude campaign. Additionally, Joe assists in strategic planning for community and region-wide recreation development and provides technical assistance to communities and non-profits via numerous grant programs.



# Julien Marceau

## Geomatics Specialist

Julien Marceau has been a geomatics advisor for the City of Québec for over ten years. He previously worked for Hydro-Québec and various government ministries. He has been involved in the mountain biking community for more than 25 years, notably as a competitor, but also as a co-founder and board member of Empire 47.



## Luc Bélanger

**Coach and Chair of the board of directors of PMBIA**

Based in Chelsea, Québec, Luc is a professional coach with over 25 years of experience in mountain biking and sliding sports. As Chair of the Board of Directors of PMBIA, he plays a key role in shaping international standards for mountain bike instruction. Known for his expertise, mentorship, and passion for outdoor sports, Luc is dedicated to helping riders, snowboarders, skiers, and coaches progress in a safe, dynamic, and evolving environment.



# Nicolas Labrecque-Sauvé

Alliance Québec Vélo de Montagne

Nicolas Labrecque-Sauvé holds a master's degree in international business from HEC Montréal and has been leading the Alliance Québec Vélo de Montagne since spring 2023. With a multidisciplinary background in economic development, place marketing, and project management, he plays a key role in structuring and promoting mountain biking as a driver of regional development.

As director, he oversees the Alliance's action plan, fosters collaboration among key players in the field, and works closely with partners to support the growth and visibility of the destination.

A committed advocate for the industry, Nicolas develops influencer campaigns in collaboration with international media, content creators, manufacturers, and tourism organizations to position the greater Québec City region as a premier mountain biking destination in North America.



## Patrice Drouin

**Founder and President of Gestev Event  
from 1991 to 2019**

Founder and President of Gestev Event Management from 1991 until 2019, Patrice Drouin cumulates over 30 years of experience in event management, seeking sponsorships, technical direction of operations, business management, and audiovisual production and distribution.

He had the honor to receive a few awards and inductions over the course of his career such as: Mountain Bike Hall of Fame (US, Canada and Quebec), Tourism Personality of the year (Quebec City), International Exposure Award (Quebec Chamber of Commerce) amongst many other. Forward-thinking and always on the edge of innovation, he has his eyes on the future and potential new projects. Since April 2019, he is an executive consultant on the international market.





## Patrick Perreault

### DigIT

A lifelong outdoor enthusiast, Patrick was working on trails long before he even knew a Mountain Bike World Cup was taking place just 45 minutes from his home at Mont-Sainte-Anne. As the leader of the LB-Cycle group, he helped foster the involvement of way too many volunteer trail builders at Sentiers du Moulin in Lac-Beauport. He now dedicates his time to supporting other organizations looking to spark the same excitement within their own communities.





# Samantha Boscence

## MTB Atlantic

As the founder, owner and operator of Be Rad Adventure Co., Sam is a certified mountain bike instructor who knows first-hand how much potential exists for adventure in New Brunswick. Since 2019, Sam has managed a growing team of certified instructors and coaches dedicated to helping participants develop their cycling skills and instilling confidence and empowerment in their clientele. Sam is also a Project Manager with Mountain Bike Atlantic, a project to promote the Atlantic provinces as a destination for mountain biking.



## Serge Veuthey

**Velosolutions and Coupe du Monde MTB  
Mont-Sainte-Anne**

A passionate leader and trailblazer, Serge spearheaded the introduction of Velosolutions in Canada.

In 2016, he built North America's first Velosolutions asphalt pumptrack, launching a journey driven by innovation and dedication. Since then, he has led the construction of over 75 pumptracks across the country, blending creativity, precision, and bold vision.

An expert in pumptrack and mountain bike trail design, Serge is known for managing complex projects with a collaborative, people-first approach. With over 30 years of experience in mountain biking and event organization, he creates courses that are technical, durable, and accessible to all.

On the ground, his work reflects a deep respect for nature, user safety, and high-quality experiences.

His inclusive leadership and inspiring mission continue to shape fun, community-driven spaces that bring people together and get them moving.



## Simon Drouin

### Coach and trail designer

Owner of LVLUP MTB, co-owner and builder of Wolf Bike Park, coach, trail designer, and mountain biking consultant, Simon founded the LVLUP MTB mountain bike school in 2018. He combines his passions for physics and teaching to lead the school based on the highest industry standards. His specialization in jumps and trail design, along with his extensive coaching experience, gives him a unique perspective on mountain biking.



# Yannick Menneron

## Bike Solutions founder

Founder of Bike Solutions, one of Europe's leading companies in fun-focused trail design and pumptrack construction.

“What drives me is creating bike spaces where people have fun! Naturally curious — together with my team — we’ve invented, imported, adapted, and combined original solutions from different worlds to design pumptracks, MTB trails, and other playful spaces where EVERYONE can have a blast. And since we love it, we just keep going!”