



BRIGITTE BOUCHARD-MORRIS, MBA, CE

Partner

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Brigitte Bouchard-Morris is a partner at PRA. She is a seasoned researcher who has mastered many complex analytical situations. Her training in business, extensive experience in diverse subject matter areas, and focus on the highest standard of research provide clients with highly effective support on all research and consulting assignments.

Her work focusses mainly on program evaluation and performance measurement, and she has also led strategic planning, contributed to operational reviews, conducted wellness and satisfaction surveys, and feasibility studies.

Brigitte is a Credentialed Evaluator (CE). She conducts research assignments and provides professional development workshops in both official languages.

Areas of Expertise

- Program evaluation
- Performance measurement
- Policy design and development
- Design of large federal evaluations
- Executive interviews, expert panels and focus groups
- Strategic planning and organizational reviews
- Professional development workshops for evaluators

▼ Education and Professional Designations

- MBA University of Ottawa (with *École supérieure de commerce de Reims*, France)
- BA (Economics) *Université de Sherbrooke*
- Credentialed Evaluator (CE)

▼ Professional Experience

2004–present	PRA Inc. (from Research Associate to Project Director & Partner)
2001–2004	Fisheries and Oceans Canada (Senior Economist & Policy Analyst)
1997–2001	Statistics Canada (Senior Analyst & Survey Manager)
1994–1997	Human Resources Development Canada (Economic and Policy Analyst)

▼ Memberships, Affiliations, and Awards

- Canadian Evaluation Society (CES) Member;
- CES National Capital Chapter’s Vice President of Professional Development (2011–2014) and Treasurer (2014–2015)
- Member of the Board of the Musée de St. Boniface Museum, 2017–present

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