

Maël Houck is a bilingual strategist with more than ten years of experience restructuring processes and leading digital transformation in public, private and nonprofit organizations across Canada. His work spans hands-on process and information governance mandates inside public institutions, direct advisory work with federal cabinet ministers and senior officials, and board leadership of civil society organizations focused on digital accessibility and civic engagement.

Professional experience

Founder and Director of Digital Services, Elite Consultation

2020–

Strategic consulting and training in productivity, digital transformation and information governance.

- Canadian Coast Guard, Search and Rescue Program, Central Region: restructured how strategic analysis reports are produced, with an AI platform that replaces about 1,500 hours of manual work a year and speeds up senior management's decisions.
- Centre de services scolaire de la Seigneurie-des-Mille-Îles (CSSMI): full restructuring of the human resources department's processes, at a public body governed by Quebec's Act respecting access to documents held by public bodies.
- Ville de Laval, Service de la culture, des loisirs, du sport et du développement social: a funding management platform, then training on Microsoft Copilot and Excel.
- AI governance and data protection frameworks that prepare organizations for their information management and compliance obligations, including Quebec's Law 25.
- Transformation programs: executive workshops and oversight of technology adoption projects for multidisciplinary teams.

Member, Prime Minister's Youth Council

2021–2023

Non-partisan federal advisory body.

- Gave strategic advice to federal ministers on economic growth, employability and inclusion.
- Worked directly with cabinet members and senior officials across several federal departments on public policy, including blood donation by men who have sex with men, youth political engagement, COVID-19 vaccination, voting rights and the reintegration of people released from prison.

Co-founder and Board Chair, Centre d'innovation en technologies multimédias et numériques (CITMN)

2022–

Governance and digital inclusion.

- Set the strategic vision and governance framework of a nonprofit dedicated to making technology accessible to marginalized communities.
- Under this governance, CITMN launched Tribùt, an immersive storytelling experience that has reached thousands of people in Laval, Quebec City, Sherbrooke and Gatineau. Maël sits on its board.

Board Chair, Civic Circles (formerly Books, Art, Music (BAM) Collective)

2025–

A Toronto-founded nonprofit that uses creative, community-based approaches to help equity-deserving groups across Canada build advocacy skills and pathways to social change.

- Oversaw the organization's 2025 incorporation as Civic Circles under Ontario's Not-for-Profit Corporations Act, following its selection for the YCISI program in 2023.
- Its community programming was a top finalist for the Toronto Arts for Youth Award (2021) and received the Mayor of Toronto's Community Safety Award (2024).

Canada Delegate, G20 Young Entrepreneurs' Alliance, Innovation Pillar

2023

Selected to represent Canada in New Delhi, India, in exchanges with entrepreneurs from around the world on digital transformation, AI and sustainable SME growth. The working group's recommendations went to the G20 heads of state.

Co-founder and Strategic Advisor, Elite Medic Inc.

2018–

Growth and systems optimization for a national first aid and medical equipment distributor.

- Oversaw the digital transformation of its health and safety training, now the Elite Rescue brand, and of its e-commerce processes.
- Led internal teams and built logistics structures at national scale.

Independent Consultant and Trainer

2013–2018

Skills development and work efficiency.

- Developed and revised training programs for skilled workers and municipal managers.
- Delivered digital productivity training (Office suite, Teams, Zoom).
- Advised municipalities on staff supervision and frontline skills development.

Other ventures

- **Observantia**, founder (2026–): a Quebec Law 25 compliance platform.
- **SN Hawaii**, co-owner (2025–): ocean lifeguard training in Hawaii since 2000.
- **Groupe Voyages Élite**, co-owner (2026–): a travel agency.
- **Affiche Expert**, co-founder and co-owner (2021–): online signage.
- Past: Imprime tes plans (sold), Clinique Finance (sold), Agence JCN (handed over), Racing Printer (closed).

Selected speaking

- Lifesaving Society annual forum, 2026: talk on AI for trainers and managers.
- Quariera 2026, AXTRA: workshop on AI and emotional intelligence, co-led with Bérénice St-Martin.
- YMCAs of Quebec annual general meeting, 2019: master of ceremonies.

Education

Executive MBA (in progress) Université de Sherbrooke	2026–
Formation en gouvernance des OBNL Collège des administrateurs de sociétés	2022
DEC in Science Champlain College Saint-Lambert	2017

Languages

French and English: fully bilingual, written and spoken.