



Marie-Pierre Ducharme

**Vice President of Marketing
and Business Development EMEA**

With a proven track record of accelerating growth and establishing market leadership, Ducharme is successfully leading cross-functional teams to execute transformative campaigns, optimize market penetration and build robust customer engagement.

Ducharme is a dynamic and results-oriented executive and is passionate about unlocking new opportunities for growth and driving sustainable success. She brings a global perspective combined with a nuanced understanding of regional markets. Committed to excellence and innovation, Ducharme drives transformational strategies that deliver long-term value and position the organization as a market leader across the EMEA region.

Ducharme, who joined Mouser in 2013, is also at the forefront of establishing and developing best-in-class relationships with Mouser's key manufacturing partners. She plays an active role in developing engaging go-to-market strategies with leading suppliers. Furthermore, she is responsible for the elevation of the Mouser's company image and brand profile in EMEA.

Ducharme's ability to foster collaboration and inspire high-performing teams has been instrumental in achieving sustained growth and competitive advantage for the organization over the past decade.

A French Canadian native, Ducharme has extensive project management and business development experience on an international scale. Prior to joining Mouser, she worked for semiconductor powerhouse Texas Instruments, where she held various roles focused on business development and key account management. She holds two master's degrees, one in International Relations and another in European Business. She has also been named Manager of the Year for three consecutive years by a well-known industry organization.

Outside of work, she enjoys being outdoors in the mountains with her dog, traveling with her family and spending time with her two children.