



James Villeneuve
Consul General of Canada
Los Angeles

James Villeneuve was appointed Consul General of Canada, Los Angeles in February 2014. He is Canada's senior representative in Southern California, Arizona and Nevada.

Prior to his appointment, Mr. Villeneuve worked for Anheuser Busch InBev, the world's largest brewing company and the parent company of Labatt Breweries, for more than 27 years. He started with Labatt in Toronto in sales and marketing and was later transferred to Vancouver, where he was regional director of government affairs for Western Canada.

In 1995, Mr. Villeneuve returned to Toronto to manage Labatt's rebranding initiative and to run the company's corporate and sports properties. He later became director of corporate affairs and then vice-president of corporate affairs for Canada. From 2007 to 2009, Mr. Villeneuve worked in Brussels to lead InBev's global corporate affairs practice. After InBev purchased Anheuser Busch in 2009, Mr. Villeneuve moved to St. Louis to lead the company's North American corporate affairs department.

Mr. Villeneuve has served on many boards during his career, including the Toronto Economic Development Commission, the Metro Toronto Convention Centre, the 2008 Toronto Olympic Bid, the Granville Island Trust, the Association of Canadian Advertisers, Carleton University, the Canadian Club, Teach for America, the United Way and the Regional Chamber and Growth Association in St. Louis. He received a Bachelor's degree from Carleton University in 1985.

Mr. Villeneuve is married to Kim Walker-Villeneuve and they have two children, Grace and Andrew.