

Omada

Director, Screenwriter, Editor

Mathieu GRIMARD

vimeo.com/mattgrimard

Biography

Originally from Montreal, Mathieu Grimard began his career in music videos and advertising at the age of 20. He quickly developed a creative approach rooted in his time, attentive to form, storytelling, and the cultural resonance of each project.

He has since directed over one hundred advertising campaigns for major Canadian and American brands including Lancôme USA, Fido, PepsiCo, SKIP the Dishes, SportChek, Danone, Toyota, and many more. This experience has given him strong command of the full production process, from development to delivery, as well as a strategic understanding of audiences and platforms.

In 2016, he directed the world's first music video broadcast live on Facebook Live for Quebec artist Koriass, gathering over 200,000 viewers in real time.

In 2020, his narrative short film **Goodbye Golovin**, written and directed in Ukraine, premiered at the Berlinale, where it received a Special Jury Mention, launching an internationally recognized festival run. The film was also nominated for Best Short Film at the *Canadian Screen Awards* and at the *Gala Quebec Cinema*.

In 2025, he wrote and directed **Please Don't Skip** (*Prière de ne pas skipper*), a successful satirical project that went viral and further demonstrated his ability to create strong, audience-driven worlds rooted in contemporary culture.

Mathieu approaches each project as a cohesive narrative ecosystem, from writing to editing. Moving fluidly between humour and emotion, he strives to build ambitious, accessible, and lasting storytelling for today's audiences.

Fiction

2025

PLEASE DON'T SKIP (PRIÈRE DE NE PAS SKIPPER) (Satirical sketch) - Director, Screenwriter, Editor - *401/Cinélande/Mathieu Grimard*

2020

GOODBYE GOLOVIN (Short film) - Director, Screenwriter, Editor - *Golovin Films, Mathieu Grimard/H264 Distribution*

- Nominated for Best Short Film at the Canadian Screen Awards and the Québec Cinema Awards (2021).
- Best Ukrainian Short Film - Odessa International Film Festival, Ukraine (2020).
- Grand Prize for Best Short Film - Prends Ça Court Gala (2020).
- Selected at over fifty international festivals and recipient of multiple awards.

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Advertising (selection)

- 2022 **HYDRO-QUÉBEC - Tout le monde en même temps** - Director - *Lg2 Agency*
- IDÉA Award - Editing
- 2019 **FONDS FTQ - On a tous un Fonds de solidarité** - Director - *Cartier Agency*
- 2018 **DE FACTO - TOXIC RELATIONSHIP** (Branded short film) - Director, Screenwriter, Editor - *Publicis Agency*
- CRÉA Award - Craft: Directing
- 2017 **LANCÔME USA - Power to create - Freedom to erase** - Director, Editor - *Tux Agency*
- 2017 **FIDO - Go Get It / Roam** (National campaign - Mini-stories shot in Chile) - Director - *TAXI Agency*
- 2016 **HUIT : THE SOUL OF THE CITY - Tourisme Montréal** (Branded content) - Director, Screenwriter, Editor - *Lg2 Agency*

Music Videos

- 2023 **ELI ROSE ft Koriass - N'oublie pas** - Director, Editor - *Record Label : Universal Music*
- 2016 **KORIAS - Nulle Part** - Director, Editor - *Record Label : 7^e Ciel*
- 2015 **KORIAS - Américain** - Director, Editor - *Record Label : 7^e Ciel*
- 2015 **ALEXANDRE DÉSILETS ET MARIE-PIER ARTHUR - Rejoins-moi** - Director, Editor - *Record Label : Maisonnnette Music*
- 2014 **KORIAS - Devenir Fou x Sorry** - Director, Editor - *Record Label : 7^e Ciel*
- 2013 **SOPHIE BEAUDET - La soie et le velour** - Director, Editor - *Record Label : GSI/Sphère*
- 2012 **ALEXANDRE DÉSILETS - La garde** - Director, Editor - *Record Label : Maisonnnette Music*
- 2012 **LISA LEBLANC - Cerveau Ramolli** - Director, Editor - *Record Label : Bonsound Records*