



Jean-Marc Léger

President of Léger

Biography:

Jean-Marc Léger is an economist, recipient of an honorary doctorate from HEC Montréal/Université de Montréal, and founder of Léger, which he established with his father in 1986. Under his leadership, Léger has completed 15 acquisitions and become the largest Canadian-owned polling, market research and analytics firm, with 325 employees in Canada and the United States and eight offices across Canada (Montreal, Quebec City, Toronto, Winnipeg, Edmonton, Calgary and Vancouver) and the United States (New York).

Mr. Léger is Canada's most recognized expert in polling and market research. He is a Fellow of the Canadian Research Insights Council (CRIC) and was elected by his peers to the ESOMAR Council, the world's leading association for market research. He also founded WIN, a global network bringing together 75 of the world's largest independent polling firms.

He has been named one of Canada's 100 most influential people by *The Hill Times* and recognized as one of the world's 75 legends in market research.

Actively involved in his community, Mr. Léger has served as Chair of the boards of UQAM, the Board of Trade of Metropolitan Montreal and the Publicité-Club de Montréal. He has also contributed to numerous charitable initiatives, including Centraide, Université de Montréal's major fundraising campaign and the Fondation de l'entrepreneurship. Mr. Léger also serves on the boards of HEC Montréal's Pôle D and the health organization Capsana, and is a member of the Université de Montréal's Chair in American Political and Economic Studies and UQAM's Raoul-Dandurand Chair. He also served on the Board of Directors of Groupe TVA for many years.

A regular contributor to major Canadian media outlets, he is also the pollster for Québecor, the *National Post* and The Canadian Press. He is the author of the bestselling book *Le Code Québec*, which was adapted into a successful television series in 2021.

Mr. Léger is a recognized and sought-after consultant who has delivered more than 1,000 presentations on major economic, political and social trends in some 20 countries. He has twice received the **Best Paper Award** at international conferences.

He is married and the father of two sons.