

Leger Marketing Breaks New Ground
An Academic Committee at Our Clients' Service



Jean-Marc Léger
President
Leger Marketing

Leger Marketing is breaking new ground and offering access to unique and practical expertise in Canada via its Academic Committee. This new committee includes leading Canadian scholars in Leger Marketing's area of expertise, such as communications management, public policy evaluation, brand management, retail business, e-commerce, Web studies as well as trade policy and consumer behaviour analysis.

These experts join Leger Marketing's 103 professionals in order to answer your business and commercial questions with concrete, gauged and well-thought-out answers.



Chuck Chakrapani, Ph.D.
 Ryerson University
 Methodology and advanced statistical methods

Dr. Chakrapani is the Research Mentor and Industry Liaison Advisor at the Ted Rogers School of Management and Senior Research Fellow at the Centre for the Study of Commercial Activity at Ryerson University. Prior to joining Ryerson, Dr. Chakrapani was the CEO of Millward Brown Canada and has held academic appointments at the London Business School in England and at the University of Liverpool. He currently edits *Marketing Research*, a quarterly publication of the American Marketing Association. He is the Chief Knowledge Officer of the Blackstone Group in Chicago, Past President of the Professional Marketing Research Society (forerunner of MRIA), Chairman of Investors Association of Canada, and a Fellow of the Royal Statistical Society. He is the author of more than 10 books and 500 articles on marketing research and investments.



Terence Flynn, Ph.D.
 McMaster University, Hamilton
 Communications Management / Reputation

Dr. Terry Flynn is one of Canada's leading public relations scholars and practitioners. Terry is an expert media, risk and crisis communication trainer. During his professional career, Terry's work has been internationally recognized by the Canadian Public Relations Society, the International Association of Business Communicators, the Community Relations Awards program and the Apex Awards for Publication Excellence.



Guy Lachapelle, Ph.D.
 Concordia University
 Public Affairs – Program Evaluation

Guy Lachapelle is a professor in the Department of Political Science at Concordia University since 1984. In 1986, he obtained his Ph.D. in Political Science from Northwestern University in Illinois (USA). His recent work focused more particularly on public opinion theory, comparative voting behaviour, and Quebec public policy.



Alan C. Middleton, Ph.D.
 Schulich School of Business, York University
 Marketing / Branding

Alan has 25 years as a marketing practitioner and 15 years as an academic with his BSc in Sociology from the LSE and his MBA and PhD from the Schulich School of Business at York University in Toronto. He has worked in the UK, Norway, USA, Japan, China and Canada and taught for extended periods in Argentina, China, India, Russia and Thailand. In 2005 he was the first inductee into the Mentor category of the Canadian Marketing Hall of Legends.



Jacques Nantel, Ph.D.
 HEC Montreal
 Retail / e-Commerce

Full professor at HEC Montreal since 1994, Jacques Nantel holds a DBA (Doctor in Business Administration) from Indiana University (USA). Since February 2002, he is Chairholder of the RBC Financial Group Chair in E-Commerce. His honours include the *Leadership in Management Education Award* conferred in 2000 by the National Post to pay tribute to the best professors of Canadian management schools. He has published more than fifty articles in scientific periodicals as prestigious as the International Journal of E-Commerce, the Journal of Retailing, the Journal of Business Research (JBR).



G. Douglas Olsen, Ph.D.
 University of Alberta
 Consumer Behaviour

Dr. Douglas Olsen is the Associate Dean, MBA Programs and an Associate Professor in the Department of Marketing, Business Economics and Law at the School of Business at the University of Alberta. Academic research by Dr. Olsen has been published in a variety of journals, including: *the Journal of Marketing Education*, *Journal of Public Policy and Marketing*, *Journal of Experimental Psychology: Applied*, *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Business Research* and the *Journal of Consumer Research*.



Sylvain Senecal, Ph.D.
 HEC Montreal
 Electronic Commerce

Associate professor at HEC Montreal since 2004 and Chairholder of the RBC Financial Group Chair of Electronic Commerce since September 2007, Sylvain Senecal holds a Ph.D. in Business Administration from HEC Montreal. His research has been presented in many international conferences and published in journals such as *Journal of Retailing* and *International Journal of Electronic Commerce*. In addition to his teaching experience in the United States, he has provided training for international companies such as MittalSteel and Doosan.