

Serge Lafrance – Biography

Serge Lafrance is the CMO (Chief Marketing Officer) of Leger Group Inc. the leading market research, polling and consulting firm in Canada with one of the fastest industry growths in the United States and Europe. He is also Regional Director for the Americas of WIN (Worldwide International Network of Market Research)© / GIA (Gallup International Association), which includes 72 members worldwide.

After having completed his undergraduate (1986–1989) and graduate (1990–1991) studies in marketing at the University of Sherbrooke (Canada), Serge Lafrance joined CISC (Centre for International Studies and Cooperation) as a food distribution consultant for a cooperative group (a one-year assignment in Burkina Faso/West Africa). Once back home, he joined the marketing department at the University of Sherbrooke (Canada) as a lecturer and substitute teacher until 1997. During this period, he also stayed in Montpellier (France) to complete his doctoral scholarship in management and marketing. He has taught several courses, including: international marketing, marketing decisions, marketing policies, marketing management and a specialized seminar on marketing for undergraduate, MBA, EMBA and M.Sc. programs. He was voted “best teacher” in the Administration Faculty two years in a row (1993 and 1994).

After having founded his own market research and consulting company (1994–), he joined Leger Group Inc. in 1997, where he held the positions of Vice-President Research (1997–2000), Vice-President Marketing (2000–2008) and Executive Vice-President, USA (2009–2012). Over the past 15 years, his main responsibilities have concerned the organization’s growth and the improvement of the quality of products and services provided to the clients.

Over the past twenty years, Serge Lafrance has advised several companies in the field of marketing and business growth. His mandates are addressed to both large-scale and medium-sized companies and focus on an organization’s growth strategy, conquering international markets, establishing marketing plans and policies, distribution strategies, pricing policies and brand management.

He has published or co-published several book chapters and dozens of articles in scholarly and business journals. He was awarded the prize for “Best Paper” from the Canadian Journal of Marketing Research (CJMR) in 2006. He has been a speaker or lecturer on subjects related to marketing strategy in some fifteen countries (Canada, the United States, South America, Europe and Africa). He has a keen interest in international business. He has stayed in Cameroun (for one year), Burkina Faso (one year), France (one year), Asia (5 months) and the United States (2 and half years) and has visited some fifty countries.

He is member of the following Board of Directors: The Research Intelligence Group (TRIG)/USA (2009–2012), Belley-Canada (2004–), The Literacy Foundation – Quebec/

Canada (2006–2008) and Consultative Committee, PhD. Program Evaluation, HEC Montreal (2012–..)

University Lecturer

- ∞ **University of Sherbrooke, Quebec, Canada (1992–1997), full time substitute teacher**
 - ✓ M. Sc. program: International Marketing
 - ✓ MBA program: Specialized seminar in marketing, Commercial Decisions
 - ✓ Executive MBA (EMBA) program: Specialized seminar in marketing, International Marketing
 - ✓ BAA program : International Marketing, Marketing Policies, Marketing Principles
 - ✓ Certificate program: Marketing Principles
- ∞ **HEC Management School, Montreal, Canada (2003)**
 - ✓ Centre for Executive Development: Attracting tomorrow's consumers
- ∞ **ESCEM Management School, Tours, France (2003)**
 - ✓ Executive MBA: Market Analysis
- ∞ **University of Casablanca, Maroc, (2002)**
 - ✓ Executive MBA : Commercial Decisions
- ∞ **University of Santiago, Chili (1996)**
 - ✓ CLADEA (Consejo Latino Americano de Escuelas de Administracion) program. International marketing instructor for Chilean, Argentins and Brazilian professors, Santiago, Chile
- ∞ **Centre for International Studies and Cooperation (CISC) (1992)**
 - ✓ Training for rural economic development in a context of international cooperation
- ∞ **West African Chambers of Commerce, Lome, Togo (1991)**
 - ✓ Seminar on strategic planning and marketing for African executives in Benin, Togo and the Ivory Coast

Prize, Distinctions and Honors

- ∞ Second “Best Paper”, The Disloyal Company, Gallup International 2007 Association (GIA), International Annual Conference, Luxembourg

- ∞ Closing Bell Ceremony, New-York Stock Exchange, Gildan Activewear 2007 Inc. / HEC Montreal, New-York, USA
- ∞ Speech / Interview in commemoration of Jacques Bouchard (pioneer of 2007 advertising in Quebec), Hall of Legends, Toronto, Canada
- ∞ Chris Cumming Award, Best Paper in 2006 awarded by the Canadian 2006 Journal of Marketing Research, Toronto, Canada
- ∞ Merit scholarship from the University of Sherbrooke for doctoral studies 1994/1995 in France
- ∞ Merit scholarship from the Francophonie (Agence Francophone pour 1994/95 l'Enseignement Supérieur et la Recherche (Aupelf-Uref) - doctoral studies - international competition, France
- ∞ Recipient of the title "Best Professor" two years in a row from the 1993-1994 Faculty of Administration of the University of Sherbrooke (Canada), awarded by the Student Association for the Bachelor's in Business

Conferences

- ∞ Accelerating Excellence/ Celebrating 65 years; ESOMAR Congress, Participant and WIN representative, September 9-12, Atlanta, USA 2012
- ∞ Challenges and Opportunities in Sustainable Development for the Private Sector; World Bank program - participation/Trade Mission Targeting Multilateral Development Banks, May 21st-24, Washington, DC, USA 2012
- ∞ 65th WIN/GIA (Gallup International Association), International Annual Conference, Istanbul, Turkey, American representative & leader of WIN/GIA Academic Committee 2012
- ∞ Developing Business Outside of Quebec, Montreal.AD/ Advertising Week, New York, USA 2011
- ∞ 64th WIN/GIA (Gallup International Association), International Annual Conference, Moscow, Russia 2011
- ∞ Global Marketing Research: Trends and Challenges; 63rd WIN/GIA (Gallup International Association), International Annual Conference, Vienna, Austria 2010
- ∞ 61st WIN/GIA (Gallup International Association), International Annual Conference, Madrid, Spain 2008

- ∞ Regional Adaptation of Multinationals: Walmart's Quebec Case Study, ESOMAR International Conference, Montreal, Canada 2008
- ∞ Web Survey and Representativeness : With Close to 3 in 10 Canadian Not Having Web Access, Should We Care?, Marketing Research Intelligence Association (MRIA), Annual Conference, Open Skies - Open Minds, Winnipeg, Canada 2008
- ∞ Who is Disloyal? The Company or the Client ? L'Express - Speakers Series, Ontario, Canada 2008
- ∞ The Disloyal Company, 60th Gallup International Association (GIA), International Annual Conference, Luxembourg 2007
- ∞ What Canadians Think About Marketing and Market Research, Market Research Intelligence Association (MRIA), Annual Conference, Our Changing Communities, Collingwood, Canada 2007
- ∞ New Canadians, New Attitudes: Building Loyalty, Marketing Magazine Conference, Montreal, Canada 2007
- ∞ Corporate Reputation in Quebec, Club St-James, Leger Marketing/Les Affaires, Montreal, Canada 2007
- ∞ Validity of Online Surveys and Result, 59th Gallup International Association (GIA), International Annual Conference, Buenos Aires, Argentina 2006
- ∞ The Public is Judging You, The Insurance and Investment Convention, Montreal, Canada 2006
- ∞ The Reputation Index, Consulate of Canada, Philadelphia, USA 2006
- ∞ Online Surveys and the Validity of Results, Marketing Research Intelligence Association (MRIA), Annual Conference, Calgary, Canada 2006
- ∞ 58th Gallup International Association (GIA) International Annual Conference; Belgrade, Serbia & Montenegro 2005
- ∞ The Validity of Web Surveys, Infopresse Conference, Montreal, Canada 2005
- ∞ 56th Gallup International Association (GIA); International Annual Conference, Estoril, Portugal 2003
- ∞ Parliamentary and the Media, Quebec's National Assembly, Quebec, Canada 1998

- ∞ Brand Extension: Reactions of Consumers Loyal to the Core Brand, Annual Advanced Consumer Research (ACR) Conference, Denver, USA 1997
- ∞ Le marketing direct : état des recherches (Direct Marketing: Research Overview), IAE Conference, ESUG, Toulouse, France 1996
- ∞ Genèse d'une discipline : le marketing direct, visions historique et épistémologique (Genesis of a Discipline: Direct Marketing, Historical and Epistemological Visions), ESUG, Toulouse, France 1995
- ∞ Les effets de la pratique de l'extension de marque : l'impact du niveau de fidélité des consommateurs (Brand Extension: The Moderating Role of Consumer Loyalty), Convention of the Association Française du Marketing (AFM), Reims, France 1995
- ∞ The Negative Impact of Brand Extension: The Moderating Role of Brand Loyalty, Annual Conference of the European Marketing Academy, University of Limburg, Maastricht, Netherlands 1994

Publications: Books and Articles

- ∞ The Disloyal Company, direction and coordination of the collective work, Transcontinental Editions (210 pages), author of Chapter 1: The Disloyal Company - Or the Myth of the Disloyal Consumer (p.17-26) 2009
- ∞ Web Survey and Representativeness: Close to Three in Ten Canadians do not have Access to the Internet. Should We Care? Canadian Journal of Marketing Research, 24.1, MRIA, CJMR Publisher, Vancouver, Canada 2007
- ∞ International Challenges for Economics and Physical Security (Chapter 1, p.21-35), Voice of the People (186 pages), Gallup International Association Publishing; London, UK 2006
- ∞ Further Evidence about the Differences between Response Characteristics from Web and Telephone Surveys: Could it be that Information Gathered from Web Surveys is More Valid? Canadian Journal of Marketing Research (CJMR), 23.1, MRIA, CJMR Publisher, Vancouver, Canada 2006
- ∞ Le mythe de l'infidélité des consommateurs (The Myth of The Disloyal Consumers), International Management Magazine, HEC, Management School, Montreal, Canada 2001
- ∞ Regular columnist, Commerce, Transcontinental Editions, (more than 60 articles on marketing and management) 2000-2005

- ∞ Occasional columnist – La Presse newspaper – « Evaluation des sites Web 2000–.. des entreprises canadiennes : Web Perform », en collaboration avec HEC, Montreal, Canada
- ∞ Sémiométrie : capter les valeurs par les mots (Semimetry: Capturing the Value of Words), Revue Gestion, Vol.24, HEC, Montreal, Canada

1999

Qualified Expert

Serge Lafrance is qualified as "an expert in marketing and marketing research" by the Courts of Quebec (Canada) in matters of commercial litigation. He has also led projects for clients from the Board of Energy of Quebec and with the Canadian Radio–television and Telecommunications Commission (CRTC).

Countries Visited

Argentina, Austria, Belgium, Benin, Brazil, Burkina Faso, Cambodia, Cameroon, Canada, Chile, Costa Rica, Cuba, Czech Republic, Dominican Republic, France, Germany, Great Britain, Greece, Indonesia, Italy, Ivory Coast, Japan, Luxembourg, Malaysia, Mali, Mexico, Monaco, Morocco, Nepal, Netherlands, Niger, Nigeria, Portugal, Russia, Serbia and Montenegro, Singapore, Spain, St. Martin, Switzerland, Thailand, Togo, Turkey, Uruguay, USA, the Vatican and Vietnam

Contact Information

Mobile: 215.694.3270
US office: 215.643.8744
Canadian office: 514.982.2464
E-mail address: slafrance@legermarketing.com

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