

Press Release:

LÉGER MARKETING OPENS AN OFFICE IN OTTAWA



Mr. Rick Hobbs
VP of Léger Marketing's Ottawa office

Mr. Jean-Marc Léger - CEO of Léger Marketing - is pleased to announce the opening of a new office in Ottawa and the appointment of Mr. Rick Hobbs as VP of Léger Marketing's Ottawa office.

The appointment of Rick Hobbs (ex-VP Pollara) as VP of Léger Marketing Ottawa will consolidate our presence in this market. Mr. Hobbs has over 10 years of experience as a senior professional in public opinion and marketing research in Ottawa. Rick is a seasoned researcher, heavily involved in MRIA, our industry association, and he also recently received the CMRP (Certified Marketing Research Professional).

"Establishing a presence in our national capital was not only a question of pride to us, it was also part of our strategy to consolidate the Canadian market," said Jean-Marc Léger.

The company - founded in 1986 - now has 7 business offices in Canada, i.e., in Montréal (head office), Quebec City, Toronto, Winnipeg, Edmonton, Calgary and now Ottawa. Léger Marketing's growth strategy is founded both on acquiring companies and major client accounts, as well as providing the best professional resources to serve our clients. This strategy has allowed for significant expansion in the United States within the last year. Our company now has three business offices in the US: Philadelphia (US headquarters), Denver and Tampa. Léger Marketing is the largest Canadian-owned market research and polling firm in Canada and employs 600 people.

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