

Leger Analytics Launched

MONTREAL, July 5, 2011, - The president of Leger Marketing, Mr. Jean-Marc Léger, is proud to announce the launch of Leger Marketing's newest division, **Leger Analytics**.

Leger Analytics will provide advanced statistical and modeling consulting to Leger Marketing's clients through Leger's Canadian and US offices. As well, Leger Analytics will consult on advanced analysis with Leger's global partners through the WIN network.

Dr. Chuck Chakrapani, President of Leger Marketing's Toronto office, will be the head of the new division and Dr. Hemant Sangwan will be Leger Analytics Knowledge Officer.

"The launch of Leger Analytics is the next step in the growth of Leger Marketing," according to the president of Leger Marketing, **Jean-Marc Léger**. "Drs. Chakrapani and Sangwan will give us the in-house consulting power that allows us to look at research results in a way that brings more insights to them. Incorporating more advanced analytics into our consulting practice allows us to focus on our clients' business objectives and provide the strategic insight they need in a much more powerful way."

Dr. Chakrapani describes his approach to analytics in a clear manner : " If a researcher cannot explain in simple words the meaning of results coming from complex methods, it's because he or she does not really understand them. Leger Analytics' approach is to present concrete and useful insights based on solid analysis"

About Dr. Chuck Chakrapani



Dr Chuck Chakrapani is the President of Leger Marketing's Toronto office and a Distinguished Visiting Professor at Ted Rogers School of Management, Ryerson University. He is past President of the Professional Marketing Research Society (now Marketing Research and Intelligence Association). A former Editor-in-Chief of the *Canadian Journal of Marketing Research*, he currently edits *Marketing Research*, a quarterly publication of the American Marketing Association. He is a member of the Board of Directors of the Marketing Research Institute International of the University of Georgia and is Master Editor for the Principles of Marketing Research Course.

Dr Chakrapani was formerly a Senior Research Fellow at the Centre for the Study of Commercial Activity where he now serves as the Industry Advisor. Prior to that, he was the Chief Executive Officer of Millward Brown Canada. He has held academic appointments at the London Business School in England, McMaster University, University of Guelph and University of Liverpool. He was, for over two decades, the Chairman of the Investors Association of Canada.

Chuck specializes in research methodology and advanced statistical methods. Chuck was elected Fellow of the Professional Marketing Research Society for his "outstanding contributions to marketing research in Canada." *Professional Marketing* (the official publication of the Australian Marketing Institute) described him as "one of the world's foremost authorities on customer behavior". *Marketing News* of the American Marketing Association wrote that "his reputation is unparalleled". He is listed in *Canadian Who's Who*.



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His recent books include *Business Statistics* (with Ken Black and Ignacio Castillo, 2010), *Modern Marketing Research Step-by-Step* (with Ken Deal, 2005), *Statistics in Market Research* (2004), *Marketing Research: State of the Art Perspectives* (2000), and *How to Measure Service Quality and Customer Satisfaction* (1998).

About Leger Marketing



Founded in 1986, Leger Marketing is now the largest Canadian-owned market research firm with more than 500 employees and the Canadian leader in Web surveys counting 355,000 representative members on its web panel. The company offers its services across Canada (Montreal, Toronto, Quebec city, Ottawa, Edmonton and Calgary and in the United States (Philadelphia, Denver and Tampa). Leger Marketing is the North American partner of the largest international network of market research companies, Worldwide Independent Network (WIN) of Market Research.

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