

Daniel Lemieux

Marketing Research Consultant
MONTREALMODERATOR
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AGE: 55
LANGUAGES: French (primary); English (secondary)
LOCATION: Montreal, Canada

Expertise

25 years of experience in marketing research, mainly in qualitative research

Work Experience

RESEARCH CONSULTANT 2002-2016
Senergis (previously with Multi Résó), Montréal, 514-284-4888

- ✓ Coordination and execution of qualitative and quantitative research projects (methodology, data collection, analysis, recommendations) for small and large companies

Main clients : Hydro-Québec (utility), Gaz Metro (natural gaz), STM (transport), Le Devoir (newspaper), Desjardins (bank), Government of Québec, and various education organisations and colleges.

RESEARCH CONSULTANT 1990-2001
Saine Marketing, Montréal, 514-931-8236

- ✓ Coordination and execution of qualitative and quantitative research projects
- ✓ Drafting and presentation of proposals
- ✓ Development and improvement of the qualitative and quantitative departments
- ✓ Customer satisfaction surveys, U&As, segmentation, concept tests, etc.
- ✓ More than 1000 groups, 1000 face-to-face interviews and 100 surveys
- ✓ Projects of provincial, national or international scope

Main clients: Bell (phone & Internet), Hydro-Québec, Laurentian Bank, Ford, Molson Center, Le Devoir, Shur-Gain, GE Canada, Bombardier Immobilier, Y&R and small businesses

INSTRUCTOR (university)
École des Hautes Études Commerciales, Montréal

Summer 1995

- ✓ Introduction to Market Research (evening course)

ADVERTISING ADMINISTRATOR
Publicité Martin

1984-85

- ✓ Account manager (Via Rail, White Swan) + research and strategic analyses for «pitches»

FREELANCE JOURNALIST
Journal Le Devoir (daily newspaper)

1983-84

- ✓ Marketing columnist + event coverage

Special Expertise

Significant expertise with focus groups in a special format:

- ✓ Focus groups that last 3 or 4 hours
- ✓ Small groups (4-5 people) and large groups (20-25 people)
- ✓ "Survey Groups" (50 people) followed by focus groups with 10 people
- ✓ Groups co-moderated with technical specialists (co-moderator)
- ✓ Groups with employees and business people

Significant expertise in surveys also.

Education

M.Sc. Marketing Research (coursework)
Université de Montréal /H.E.C.

1989-90

Undergraduate Courses (history, economy, languages)
York University (Toronto)

1982-83

B.A.A. Marketing
Université de Sherbrooke

1980-82