



For immediate release

Sandie Sparkman has been appointed Executive Vice-President of Client Solutions at Leger

Montreal, September 27, 2018. - Sandie Sparkman has been appointed Executive Vice-President, Client Solutions and is responsible for business development at Leger, the largest Canadian-owned polling, marketing research and strategy firm.

Until now, Sandie Sparkman was Vice-President of Leger Metrics, a Leger subsidiary in real-time customer experience. Previously, she worked for more than 25 years servicing customers in the fields of technology and telecommunications, in both Canada and the United States.

“Sandie Sparkman is a customer experience specialist. With her extensive experience in research and technology, she knows how to meet the new needs of North American clients,” announced Jean-Marc Léger, President of the Leger firm.

Five people have joined her client solutions and sales team : Laurent Maruani (formerly with SAP) and Mickael Lavergne (formerly with the International Economic Forum of the Americas) at the Montreal office, Amber Persad, (formerly with Datascan) and Philip Skladowski, (formerly with Doxim) at the Toronto office, and Pardeep K.Sharma, (formerly with ARC Technology Solutions) for Leger’s American office located in Philadelphia.

This new team will allow Leger to market Leger Metrics, its new platform to measure the customer experience in real time, Leger Community, its new online community offer, and LegerWeb its online panel.

Leger

Leger is the largest Canadian-owned survey, research and marketing strategy firm with more than 400 employees in offices across Canada and the United States. Leger works with prestigious clients such as JJVC, Scientific Games, L’Oreal, Staples, Nebraska Furniture, Nespresso, 7-eleven, National Bank, RBC, SNC-Lavallin, Sephora, Alcon, Eli Lilly, Merck, Novartis, Pfizer, Quebecor, Telus, Rotary and Uber. For more information: leger360.com.

LegerWeb

Founded by Leger in 2004, the LegerWeb Panel is the largest Canadian-owned Web community. This panel reaches Canadians and Americans in all regions and all socio-demographic groups faster, more efficiently and at a lower cost. leger360.com/fr-ca/serviceLegerweb

Leger Metrics

Leger acquired Leger Metrics in 2012, and it is one of the main North American providers of CEM (Customer Experience Management) solutions and VoC (Voice of Customers). The Leger Metrics solution is the next generation platform to measure the real-time multi-channel customer experience (in store, on the Web site, at the call centre, etc.) with visual, relevant and high performance dashboards. The use of this new technology allows cutting-edge companies to improve their operations and marketing strategies, and by the same token, the customer experience offered at their points of sale. For more information: www.legermetrics.com

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For more information

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