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HIGHLIGHTS

- Experienced foodservice professional-turned-academic with solid track record for **innovation, team orientation**, and getting things done.
- Tenured at the John Molson School of Business in 2005, Full Professor in 2020. Created and taught a broad range of popular courses including Food Marketing and two award-winning courses (Marketing Yourself” and “Experience Design & Marketing”). **Early adopter of online education technology**. Supervised and mentored 20+ graduate students; served as Interim Director of the Marketing Coop Program and on numerous committees. Introduced different topics to the classroom including Design Thinking (2003), Eating Design (2011), Open Innovation (2013), and regenerative agriculture (2019); created and coached the MBA Speaker Series; organized/participated in numerous public lectures. Served as **director of the Executive MBA** and as **inaugural director of the Luc Beaugregard Centre in Communications Research**. My research focuses on food choices and marketing strategies. Recognized as Scholarly Academic *and* Practice Academic.
- **Media-savvy** with over 1,500 media mentions/interviews (in French and English) in print and broadcast media (in US and Canada), including interviews on NBC’s Today Show, CTV News, Historia and other specialty channels, mentions in Glamour, Good Housekeeping, and many others. Columnist for Commerce Magazine (2005-2009); Columnist for Le Must (2012-2015) with branded column; bi-weekly guest on Salut Bonjour! (top rated French language morning show, 2001-2003), resident foodie on Homerun (CBC Radio, 2003-2004).
- **Client-focused consultant and keynote speaker** to domestic and international clients such as Quaker Oats, BEL Group, Campbell’s (US), Gowlings, Cadbury, Procter & Gamble, Boeing Leadership Centre, Embry-Riddle University, Dieticians of Canada, and Danone Canada.
- **Expertise and leadership in different domains:** food/foodservice marketing and management, experience design and marketing, public relations and communication, self marketing/branding, governance, public health and nutrition, and executive education.
- **Multiple award recipient:** Quebec Order of Excellence in Education (2024); Outstanding Contribution to Student Life (2023); 3M National Teaching Fellowship (2013); twice recipient of the JMSB Dean’s Distinguished Teaching Award (2005, 2010); Concordia University President’s Award for Teaching Excellence (2010); MBA Students' Choice Award, Professor of the Year 2011.
- Alumni of the Governor General’s Canadian Leadership Conference (2012);
- Involvement in **public health policy issues:** Member (since 2013) of the standing scientific committee on obesity prevention at Quebec’s national institute of public health.
- Affiliate member of INAF (U. Laval), Centre for Sensory Studies and the PERFORM Centre (Concordia); Co-founding member of the Concordia Food Studies Working Group.
- Experienced board member in various non-profit organizations.
- **Research focus on food choices**, marketing and communication; funded by MITACS, SSHRC, FQRSC, Québec en Forme (NGO);
- Very involved in food and beverage sectors in Quebec and Canada, for instance serving as spokesperson, gala host, and head of jury (communications category) for the DUX award program which recognizes efforts to create healthier foods and eating habits.

SCHOLARLY ACTIVITIES

My research focuses on issues and dynamics related to food-and-beverage consumption and the current market dynamics between what is referred to as “food at home” and “food away from home”. I am interested in the role of pleasure and other determinants of food choices. Through research, publications (in both French and English), but also through professional and industry involvements, I have established myself as one of the leading Canadian experts on food marketing and on the many factors that shape consumers food choices, including public policy. To achieve this, I have used my knowledge-transfer and relationship building skills, and my ability to cross over disciplinary as well as academic and managerial domains. I favor various mode of knowledge dissemination and prefer to publish in vehicles that reaches practitioners and action-oriented researchers. As such, I have been invited to give many conferences and keynote addresses to various organizations including the Canadian Council of Grocery Distributors, SIAL Montreal, C2MTL, the Canadian Association of Food Scientists and Technologists, the Association of Food Economists, the Boeing Leadership Centre, and other organizations.

Peer-Reviewed Publications

- Elliott, C., E. Truman, J. LeBel (2024). Food marketing to young adults: Platforms and persuasive power in Canada. *Young Consumers*, Vol. 25, No. 5, pp 592-606. <https://doi.org/10.1108/YC-11-2023-1902>
- Yang, J., L. Katsanis, J. LeBel (2022). Does Online Convenience Make You Want To Buy More? Social Presence and Purchase Intention in Social Commerce. *International Journal of Management, Marketing and Decision Science*, vol. 2 no. 1, 66-84.
- Marquis, D., L. Hénautl-Ethier, J. LeBel (2020). Edible Insect Marketing in Western Countries : Wisely Weighing the Foodstuff, the Foodie, and the Foodscape. *Journal of Insects as Food and Feed*, 6 (4), pp. 341-354, <https://doi.org/10.3920/JIFF2018.0037>
- LeBel, J., M. LeBouthillier (2019). Tacos, Sriracha et sauce soya : le marketing qui nous fait aimer ces aliments venus d'ailleurs. *Cui-zine* (peer-reviewed online publication).
- Richman Kenneally, L., and J. L. LeBel (2009). "Childhood Memories of the Domestic Foodscape: The Home as a Site of Mindful Eating" in Richman Kenneally and LeBel (Guest Eds) *Material Culture Review*, special issue on Domestic Foodscapes, vol. 70 (Fall) 69-81.

This article and entire special issue of Material Culture stem from the conference “Domestic Foodscapes” held March 21-22, 2008, in Montreal, which I co-organized and which was co-sponsored by Cornell University’s School of Hotel Administration and Concordia’s Faculty of Arts and Sciences. The conference received local and national media coverage, and led to fruitful post-conference collaborations.

- LeBel, J. (2009). Le marketing alimentaire en évolution : une occasion pour les diététistes ? *Nutrition – Science en évolution*. Vol. 7, no. 2, p.7-10.
- LeBel, J. L., J. Lu, L. Dube (2008). Weakened biological signals: Highly-developed eating schemas amongst women are associated with maladaptive patterns of comfort food consumption. *Physiology & Behavior*, vol 94, 384-392.

- LeBel, J.L., N. Cooke (2008). Consumers' Narratives Surrounding Branded Food Spokes-Characters. *Journal of Product and Brand Management*, vol. 17, no. 3, 143-153.

This article was a collaboration with English Literature professor and Associate Dean (Research) Nathalie Cooke (McGill U.), borne of our SSHRC team grant.

- Kavadas, C., Katsanis, L. P., LeBel, J. (2007). The effects of risk disclosure and ad involvement on consumers in DTC. *Journal of Consumer Marketing*, vol. 24 (3), 171-179.
- Dube, L., J. LeBel, J. Lu (2005). Affect Asymmetry and Comfort Food Consumption. *Physiology & Behavior*, vol., 86, no. 4, 559-567.

This is an article appeared in *Physiology & Behavior* shortly before the U.S. Thanksgiving and the media campaign by Cornell's Press Office generated considerable coverage, including appearances on NBC's Today Show and other leading networks in the U.S. and in Canada.

- LeBel, J. L. (2005). Sex, Snob and Sensory Appeals in Wine Advertising. *International Journal of Wine Marketing*, vol.17, 67-78.

This paper was presented at the World Marketing Congress, Academy of Marketing Science, Perth Australia, June 11-14, and led to a series of invitations to present to and work with Australian wine companies.

- LeBel, J. (2005). Beyond the Friendly Skies: an integrative framework for managing the air travel experience. *Managing Service Quality*, vol. 15, no. 5, 437-451.

This paper was preceded and inspired by a series of lectures at the Boeing Leadership Center which itself was a result of my participation in the 2nd Aviation Management Education and Research Conference in 2003.

- Dubé, L. and J.L. LeBel (2003) The content and structure of laypeople's concept of pleasure, *Cognition and Emotion*, Special issue, J.A. Russell (Ed.), vol. 17, 263-297.

This article was included in a landmark special issue on pleasure edited by James Russell, a pioneer in the study of pleasure and emotions. The article is the first ever to present empirical data on the existence of uniquely differentiated types of pleasure, an idea often advanced but never empirically validated in the literature.

- Dubé, L., J. L. LeBel, and D. Sears (2003). From Customer Value to Engineering Pleasurable Experiences in Real Life and Online. *Cornell Hotel and Restaurant Administration Quarterly*, vol. 44, no. 5 & 6 (October-December), 124-130.

Guest Editorship, Books, Textbooks

- Richman Kenneally, R., and J. L. LeBel, guest eds (2009) *Material Culture Review*, special issue on Domestic Foodscapes, vol. 70 (Fall).

This special issue of Material Culture is a direct result of the conference “Domestic Foodscapes”. It started a very fruitful collaboration with Dr. Richman Kenneally (Design & Computation Arts, Faculty of Arts and Sciences). It also confirmed my ability to produce truly multidisciplinary work.

- LeBel, J. L., and H. Simpkins (2012). *Marketing Yourself: Companion eNotebook*. Montreal: KnowledgeOne.

This online companion notebook to the award-winning online course Marketing Yourself was a major jump forward in online publishing and contained a number of engaging features and multi-media content focused on helping students start or realign their career. Not only did I take the leadership in creating and assembling the material, I led the design efforts to produce a student-friendly layout and features.

- Dubé, L., A. Bechara, A. Dagher, A. Drewnowski, J. L. LeBel (Eds) (2010). *Obesity Prevention: The Role of Brain and Society on Individual Behavior. A Handbook for Integrative Science, Policy and Action to Stop the Progression of the Obesity Pandemic*, London: Elsevier Science.

This handbook was a result of my longstanding involvement as a member of the Executive Committee of the McGill Health Challenge Think Tank, an international collaboration that brought to Montreal leaders in research, public policy, and business to find efficient and sustainable solutions to global health-related issues, especially obesity. This handbook was co-edited with leading experts in neuroscience (Drs Bechara and Dagher of the McGill Neuro Institute) and in nutritional epidemiology (Dr. Drewnowski).

- LeBel, J., and H. Simpkins (2007). *Marketing Yourself*. Toronto: Thomson Publishing

This print textbook was the first companion to the award winning online course Marketing Yourself until 2012.

Chapters in Book and Commissioned Works

- LeBel, J. L. & A. Détole (2017). « Le marketing du cidre de glace du Québec : quand un repositionnement s’impose pour éviter l’impasse » dans *La transformation du cidre au Québec*, L. M. Cloutier & A. Détole (Éds), pages 247-271, Montréal : Presses de l’Université du Québec.
 - This book received a coveted 2018 Gourmand World Cookbook Award (“Drink Culture” category). This is the 2nd such award with which I have been involved.

- LeBel, J.L. (2016). Food Retailing in Canada : Shaping Choice and What Canadians Eat. In C. Elliott (Ed.) *How Canadians Communicate VI: Food Promotion, Consumption, and Controversy*, pp. 35-52, Edmonton, AB : AU Press.

This chapter was specifically requested by the editor, Dr. Charlene Elliott, who had invited me to present at the conference How Canadians Communicate about Food in Banff (May 10-11, 2013). This invitation and collaboration is an outcome of the Domestic Foodscapes conference I co-organized in 2008 when I first met Dr. Elliott, Canada Research Chair at U. of Calgary.

- LeBel, J. L. (2014). My Dream for Canada: Engaging and Supporting the Next Generation of Canadian Leaders. Paper commissioned by the Secretariat of the Governor General’s Canadian Leadership Conference.
- LeBel, J. L. (2010) “Aligning Pleasures and Profits: Restaurants as Healthy Lifestyle Enablers.” In *Obesity Prevention: The Role of Brain and Society on Individual Behavior. A Handbook for Integrative Science, Policy and Action to Stop the Progression of the Obesity Pandemic*, Dubé, Bechara, Dagher, Drewnowski, LeBel (Eds). Pp 567-578. London: Elsevier Science.
- LeBel, J.L., L. Dubé, L. M. Renaghan, D. Sears (2010). Featured Chapter: Strategic Experiential Branding in the Hospitality Industry, in C. Enz (Ed) *Cornell Handbook of Applied Hospitality Strategy*. 308-330, Thousand Oaks, CA: Sage.
- LeBel, J. L., and R. Richman Kenneally (2009). Designing meal environments for “*mindful eating*”: What mental associations and childhood memories can teach us. In H. Meiselman (Ed.) *Meals: Science and Practice*, pp. 575-593, Cambridge, UK: Woodhead Publishing.

This chapter is a direct result of the conference co-organized with Concordia professor Rhona Richman Kenneally "*Domestic Foodscapes: Towards Mindful Eating?*" held at Concordia, Montreal March 21-22, 2008. We were invited to submit a chapter by food research pioneer and editor Herb Meiselman. This book focuses exclusively on issues related to modern meals.

Conference Presentations, Roundtables, Panels

- Panelist: “Brewing Success: The Academic Career Path”, Concordia, Nov 22, 2024.
- Ducharme, M-È. LeBel, J. (2024). From Retail to Convenience: Food Revolution Fueling a Convenience Addiction, presented at the ESSEC Retailing Conference, Paris, June 6 to 8.
- Panelist, “Faculty Panel: Re-engaging Students through Experiential Learning” at Winterfest 2024, January 29.
- Panelist, “Academia reimaged: AI as the Catalyst” webinar organized by Dr. Ziad El-Khatib (Assoc Prof, Global Health, Karolinska Institutet), January 10, 2024.
- LeBel, J. (2023). Rejoindre et mobiliser le citoyen-consommateur de demain pour co-construire un future durable en agro-alimentation. Colloque STA(sciences et technologies agro-alimentaires), Université Laval, 17 Novembre.

- Ducharme, M-È. LeBel, J. (2023). Women In Agri-Food: Obstacles and Challenges In A Turbulent Sector. A SME Business Owners' Perspectives. Accepted for presentation at GRCME, July 31-August 2, 2023, Hamburg, Germany.
- Ducharme, M-È. LeBel, J. (2023). Women in Agri-Food: Obstacles and Challenges in a Turbulent Sector. Administrative Sciences Association of Canada , 3-6 June, Toronto.
- Ducharme, M-È. LeBel, J. (2023). Women in Agri-Food: Exploring obstacles and challenges for female entrepreneurs. Presented at IABPAD, 12-15 May, Honolulu, Hawaiï.
- Ducharme, M-È. LeBel, J. (2023). Les femmes en agro-alimentaires : comprendre les obstacles et enjeux vécus par les femmes dans une industrie dominée par les hommes. Presented ACFAS, 10-12 May, Montréal.
- Ducharme, M-È. Charlebois, S., LeBel, J. Music, J. (2023). Les boîtes repas : comprendre les attitudes et les comportements des consommateurs pour assurer leur satisfaction et leur rétention dans une ère post-pandémique. Presented at ACFAS, 10-12 May, Montréal.
- LeBel, J., M.-E. Ducharme (2023). "Push and Pull in Every Bite: Interactive exploration of dynamic contrast in multi-sensory food-based experiences" (presentation and guided tasting of artisanal chocolate, edible insects and local beers), presented at Uncommon Senses IV May 3-6, Montreal.
- Yang, J., L. Katsanis, J. LeBel (2023). Can You Resist Temptation? The Potential of One-Stop Online Purchasing. **Best paper award** at the International Academy of Business and Public Administration Disciplines (IABPAD) Winter Conference, January 2-5, Orlando, Florida.
- Chen, C., L. Katsanis, J. LeBel (2022). Does Watching Others Eat in Videos Make You Buy? Food Eating videos and Purchase Intentions. Academy of Business and Public Administration Disciplines (IABPAD) Conference, October 23-26, Las Vegas, Nevada.
- Marquis, D., L. Hénault-Ethier, M. Dussault, J. LeBel, G. Vandenberg (2018). Acceptance of entomophagy amongst Canadians. Presented at the Conference "Crossing Borders: Entomology in a Changing World", 11-14 November, Vancouver, Canada.
- March 2017, Podcast Interview for ThePNR.com on technology and the future of education, <https://www.youtube.com/watch?v=pkICOf3-xxA>
- LeBel, J. (2018). Consumers' voice in agri-food governance: Examples and suggestions to enhance proximity between consumers and administrators. Governance and Proximity Symposium (May 17-18), Faculty of Law, University of Sherbrooke (Quebec).
- Chrétien-Guillemette, K., J. LeBel (2018). Consumer Education in the Craft Bean-to-Bar Market : Exploration of a mixed approach where the senses act as a gateway to learning. Paper presented at the conference Uncommon Senses 2: Art, Technology, Educaiton, Law, Society – and Sensory Diversity, Concordia U., Montreal, 2-5 May 2018.
- LeBel, J., K. Chrétien-Guillemette (2018). Roundtable co-organizer (with INDI Ph.D. candidate Karine Chrétien-Guillemette), "Uncommon Path : Unsing the senses as a gateway to consumer education in the craft food sector" at the conference Uncommon Senses 2: Art, Technology, Educaiton, Law, Society – and Sensory Diversity, Concordia U., Montreal, 2-5 May 2018.
- LeBel, J., K. Chrétien-Guillemette (2018). Chocolate tasting co-organizer (with INDI Ph.D. candidate Karine Chrétien-Guillemette), "Uncommon Path : Unsing the senses as a gateway

to consumer education in the craft food sector” presented at Uncommon Senses 2: Art, Technology, Education, Law, Society – and Sensory Diversity, Montreal, 2-5 May.

- J. LeBel, M. LeBouthillier, L. Brooks (2017). Tacos, Sriracha et sauce soya : Quelques leçons tirées du marketing des aliments étrangers en grandes surfaces. Présenté au colloque interdisciplinaire Cuisines en situation minoritaire organisé par Émeline Pierre et Geneviève Sicotte, Concordia, 6-7 octobre.
- Moderator: Quebec and The Canada We Will Build. Panelists: Dr Stanley Vollant, Jean-François Lisée, Jeff Begley, Christiane Germain, Alexandre Taillefer, for the 2017 Governor General Canadian Leadership Conference, June 5, 2017, HEC.
- Co-organizer: CEO Communication Summit, Montreal, June 13-14, 2017. Organized in collaboration with the American
- Co-organizer: “Promoting Values, Causes and Public Policy: What Role Should CEO Communications Play?” panel held with Andrew Molson (Molson-Coors), Rosalind Hudness (Intel), Danièle Henkel, Antoine Tayyar (Coca-Cola Canada) at the International Economic Forum of the Americas, June 13, 2017, Montreal.
- LeBel, J. L., Détolle, A. (2016). Stratégies de marque du cidre de glace au Québec. Présenté dans le cadre du colloque 624 – La transformation du cidre au Québec : perspectives sur les connaissances technico-scientifiques, l'industrie et la consommation, presented at ACFAS, Montreal, May 11.
- LeBel, J.L., (2015). Moderator and session organizer. *Coalition Building and Public Engagement: Lessons Learned from Two Cases in the Natural Resources Sector, presented June 2 at the Impact+Engagement Conference (Annual conference of the Canadian Public Relations Society, Montreal, May 31-June 2.*
- LeBel, J. L., L. Gosselin (2015). Le mieux manger : leçons tirées des campagnes publicitaires du concours DUX. Colloque Raconter l'aliment. La gastronomie et ses récits contemporains , Université Concordia, Montréal, 11-13 mai 2015
- Dostaler, I., J. LeBel, H. Simpkins (2014). Le cas en direct comme outil d'apprentissage expérientiel de la gestion. 82e Congrès de l'ACFAS, Montreal, May 12-16.
- LeBel, J. L. (2013). Foodie-ism and the pleasures of the table. Presented at the conference How Canadians Communicate About Food, May 10-11, Banff.
- Lu, J., J. L. LeBel, C. Paquet, L. Dubé (2012). Focusing Attention on the Hedonic Experience of Eating and the Changing Course of Hunger and Pleasure. ACR Annual Conference, Vancouver, Oct. 4-7.
- LeBel, J., L. Dubé (2011). Positioning on Sensory Pleasure: Challenges and Lessons from the Coffee Shop Segment. Paper to be presented at the Pangborn Sensory Science Symposium, Toronto September 4-8.
- LeBel, J. L. (2011). "La grande distribution sert-elle le patrimoine culinaire québécois ?", Lectures du patrimoine alimentaire : Pour une étude de la gastronomie québécoise, Colloque dans le cadre du 79e congrès de l'ACFAS, organized by M.-N. Aubertin (UQAM) and G. Sicotte (Concordia), 10-11 May, Sherbrooke.

- Spence, JC, Berry, TR, Elliott, C, Faulkner, G, LeBel, J, Storey, K. (2010). Awareness of the Health Check Food Information Program among Canadians, International Congress of Obesity, Stockholm Sweden, July 11-15.
- LeBel, J. L., R. Richman Kenneally (2008). Beyond nostalgia: What memories of childhood foodscapes can teach us about “mindful eating” presented at the conference Domestic Foodscapes: Towards Mindful Eating?”, Montreal, March 21-22.
- LeBel, J. L. (2007) Food and Everyday Sensory Pleasures. Pangborn Sensory Science Symposium, Minneapolis (USA), August 12-16, 2007.
- LeBel, J., L. Dube (2006). Can Healthy Foods Be Comforting and Bring Pleasure? Joint conference of the Canadian Institute of Food Science and Technology (CIFST) and Agriculture and Agri-Food Canada (AAFC), Montreal, May 28-30 2006.
- LeBel, J. (2006). L’anticipation de divers plaisirs et la consommation de vin: influence de l’age et du sexe sur l’efficacité de divers messages publicitaires. (The Anticipation of Pleasures and Wine Consumption: The Influence of age and sex on the effectiveness of various advertising appeals.), Annual Conference of the Association Francophone pour le Savoir. (French Association for Science). Montreal, May 15-19 2006.
- LeBel, J., S. Robson (2006). Place, Pleasures, and the Coffee Shop Experience. Joint conference of the Association for the Study of Food and Society and the Agriculture, Food, and Human Values Society, Boston, June 7-11, 2006.
- Wang, Y., Vakratsas, D., LeBel, J. L., Mukherjee, A., Dubé, L. (2006). A Tobit Model Analysis on How Websites Deliver Differentiated Experiential Branding Strategies. INFORMS Marketing Science Conference, June 8-10, (Pittsburgh, PA).
- LeBel, J., J. Lu, L. Dube (2005). Positive-Negative Affect Asymmetry and Comfort Food Consumption. Annual Conference, Association for Consumer Research, Sept. 29 – Oct. 2, San Antonio (TX).
- LeBel, J., Y. Wang, D. Vakratsas, A. Mukherjee, L. Dube (2005). Delivering Differentiated Experiential Branding in Web Environments. Annual Conference, Association for Consumer Research, San Antonio (TX), Sept. 29 – Oct. 2.
- LeBel, J., J. Labrecque (2005). Eating Comfort, Eating Healthy: Evidence of cultural differences. 2nd Annual Conference of IREMAS (French Institute for the Study of Healthy Eating Marketing), Paris, October 20-22.
- Paquet, C., L. Dubé, and J. L. LeBel (2004), "Are Visceral Factors Sensitive to Attentional Focus Manipulation? The Case of Hunger," competitive paper presented at the 2004 *Association for Consumer Research Conference*. Portland, Oregon.
- LeBel, J. L. (2004). On the limitations of pleasure intensity in shaping behavior over time. Special Session on Extending our Understanding of Visceral Factors (L. Dube, chair), Society for Consumer Psychology, Winter Conference, San Francisco February 19-21.
- LeBel, J.L., Sears, D., Dubé, L. (2004). Experiential Tourism: Preliminary scale development to assess pleasurable experiences. Travel & Tourism Research Association’s 35th Annual Conference, Montreal, June 20-23.

- LeBel, J.L., and Grohmann, B. (2004). A research agenda for sensorial marketing. ASAC Annual Conference, Quebec June 5-8.
- Morton, P., Brady, T., LeBel, J., Medina J., Erisman, A. (2003). Looking to the Future of Aviation Management Education: Using brain research and marketing in the classroom of tomorrow. 2nd Aviation Management Education and Research Conference, July 21-22, Montreal. CD Rom Proceedings.
- LeBel, J. L. (2003). Sex, Snob and Sensory Appeals in Wine Advertising: Gender differences in hedonic and behavioural responses to novel and familiar wines. Presented at the World Marketing Congress, Academy of Marketing Science, Perth Australia, June 11-14, V. L. Crittenden, M. Ewing, B. Ramaseshan (Eds.), p. 100. (Abstract only).
- Dubé, L., LeBel, J.L., Mukherjee, A., Varketsas, J. (2002). Experiential Branding in Web Environments: Consumer Perceptions of Successful Design Parameter. Fifth International Conference on Electronic Commerce Research, Montreal, October 23-27, 2002.
- LeBel, J. L. (2002) Les images mentales du plaisir sensoriel. First Sensory Marketing Conference, in collaboration with the French Marketing Association, June 3, Nice (France), Proceedings on CD-rom, K. Gallopel and V. Maille (Eds).
- LeBel, J. L. (2002). Exploring the dimensions of food-borne pleasures in popular culture: A content analysis of mental images captured by print media. Cultural Meaning of Food and Drink in the 21st Century Conference, Amsterdam, June 3, 2002.
- Dubé, L., and LeBel, J.L. (2001). A Differentiated view of pleasure: Review of the Literature and Research Propositions. In European Advances in Consumer Research, vol. 5, A. Groeppel-Klein & F.R. Esch (Eds.), pages 222-226, Valdosta, Georgia: Association for Consumer Research.
- LeBel, J. (2001). Beyond The Friendly Skies: A model and case study of experience marketing in the airline industry. Aviation Management Education and Research Conference, July 2001, Montreal. CD Rom proceedings.
- LeBel, J., (2001). (session co-chair). Special Session Summary: "The Conscious and Unconscious Influences of Affective Responses on Consumer Experience, Choice, and Behavior." In European Advances in Consumer Research, vol. 5, A. Groeppel-Klein & F.R. Esch (Eds.), p. 163, Valdosta, Georgia: Association for Consumer Research.
- LeBel, J. L., & Dubé, L. (2000). Pleasures of different intensity levels: Properties of their online hedonic ratings and their impact on consumption behavior. Advances in Consumer Research, Vol. 28, M. C. Gilly & J. Meyers-Levy (Eds.), Valdosta, Georgia: Association for Consumer Research, p. 411 (Abstract only).
- Dubé, L., & LeBel, J. L. (2000). Anticipation, Experience, and Remembrance of Pleasure: Subject-level and Goal-level Differences in their Contribution to Overall Utility. Marketing Science Conference, Los Angeles, June. (Abstract only)

Popular Press Articles

- Columnist for the French language, independent food magazine, *Le Must*, 2012-2015. Wrote branded column “Parlons plaisirS” on various food-borne pleasures.
- Columnist for the French language management monthly publication *COMMERCE Magazine* (2005 - 2009). Inside-back cover column on marketing. Three articles were included in marketing textbooks.
- J. LeBel (2007). All Things Chocolatey. In *Dine*, 22-26.

Other Presentations, Roundtables, Invited Talks

- Panelist, “Brewing Success: The Academic Career Path” by GradProSkills, Nov 22, 2024, Concordia.
- Moderator, “Pleasures With a Conscience: A conversation on disruptive marketing and fair trade” at the National Fair Trade Conference, March 16, 2024, Montreal.
- Panelist, “Academia reimaged: AI as the Catalyst”, organized by Dr Ziad El-Kathib (Assoc Prof Global Health, Karolinska Institutet, Sweden), Jan 10 2024.
- Organizer and moderator “Why (Not) Eat Beef?” lunchtime zoom panel, with Anya Zilberstein (History), Sheila Rao (History), and Ali Kenefick (INDI), April 21, 2023. Part of the Concordia Food Studies Working Group speaker series.
- Organizer and moderator “Acceptability of Insects as a Sustainable Alternative to Conventional Animal Protein” lunchtime zoom panel with Prof Gaelle Pantin-Sohier (Angers, France), Nov 4, 2022. Part of the Concordia Food Studies Working Group speaker series.
- Organizer and presenter “Chocolate Soirée: The production and consumption of chocolate across the ages” with Theresa Ventura (History), Oct 27, 2022 Part of the Concordia Food Studies Working Group speaker series.
- Les consommateurs comme co-créateurs de l’avenir: Pistes et leviers pour concrétiser le changement, presented at the conference “Nourrir Demain”, 13-14 September 2022, St Hyacinthe Quebec.
- Experiential Learning in the Classroom: Connecting Theory to Practice Through Chocolate. Presented to the Office for Cooperative Education and Experiential Learning of Concordia University, April 7, 2022.
- Organizer and moderator. Workshop on “Aligning Purpose with Profit: How one Quebec Chocolate entrepreneur is Crafting a Global Reputation” with guest Elfi Maldonado, co-founder Qantu Chocolate, part of the Business Beyond Tomorrow Conference, 22 January, 2022.
- LeBel, J. L., D. Nielsen (2021). Stratégies demarque post-covid et à l’heure des achats en ligne » Présenté au Conseil des industries bioalimentaires de l’île de Montréal (CIBIM), 16 juin, Montréal.
- Moderator JMSB Alumni Chapter online event, June 15, 2020. Virtual panel on disruptions in the food industry with alumni Bonnie Birollo and Stephanie Laurin.
- LeBel, J. L. (2020). Marketing Regenerative Food Roundtable. Held as part of the Living Soils Symposium 2020, online (due to COVID-19) May 5.
- Panel member: Men as Allies (to Women) at PSP, Montreal HQ, panel organized by JMSB part time lecturer Wes Nissam. 19 November, 2019. This panel built upon my coaching

expertise and my experience attracting women to the Executive MBA program and other women-focused initiatives I've participated in over the years.

- LeBel, J. L. (2019). Grandes tendances alimentaires : Comment se manifestent-elles en restauration ? Opening presentation at the first GastronomiQClab (joint venture of Institut de Tourisme et d'Hôtellerie du Québec and Université Laval), September 30, Montreal.
- LeBel, J. L. (2019). Host: Buying and Eating Regenerative Goods, roundtable held as part of the Living Soils Symposium, Montreal, March 28-31.
- LeBel, J. L. (2019). Commerce en ligne des aliments : les tendances, les opportunités, et les défis. Présenté à la Journée Transformation Alimentaire Agri-Vision 2019, une initiative des directions régionales de la Montérégie-Est et de la Montérégie-Ouest du MAPAQ.
- LeBel, J. L. (2019). Comment attirer les différentes générations ? Présenté au Conseil des industries bioalimentaires de l'Île de Montréal (CIBIM), 30 janvier, Montréal.
- LeBel, J. L. (2018). L'évolution du commerce de détail en alimentation et les possibilités pour votre marque/produit. Présenté au Conseil des industries bioalimentaires de l'Île de Montréal (CIBIM), 25 janvier, Montréal.
- Panelist, Roundtable: Relations de presse : pousser la nouvelle de façon responsable, Congrès annuel de l'Association des Communicateurs Scientifique, 28 mai 2016, Montréal.
- LeBel, J. L. (2016). « Les enjeux actuels du marketing alimentaire : quelle place aux valeurs socio-culturelles de l'aliment? » presented at the Ateliers de l'honnête volupté, UQAM, April 21.
- Panel member (2016). Roundtable on terroir and labels of origins. Presented at the Conférence Culture Alimentaire France-Canada, organized by SOPEXA, January 28, McCord Museum Montreal.
- LeBel, J. L. (2016). Mieux comprendre les choix alimentaires pour mieux aiguiller vos stratégies marketing. Presented at the Conseil des industries bioalimentaires de l'Île de Montréal (CIBIM), January 26.
- Moderator (2015). Défis et opportunités de l'innovation en agro-alimentaire : opinions d'experts. Presented at INNOVIA, St Hyacinthe, November 4.
- Panel member (2015). Panel on innovation and food marketing, 2e Grand Rassemblement d'Innovation Alimentaire, January 22, Beloeil.
- LeBel, J. L. (2014) "PR, Social Media and the New Food Landscape: Forces and factors shaping consumers' food preferences and eating behavior", presented at the 17th World Congress of Food Science and Technology, Montreal, August 17-21.
- LeBel, J. L. (2014) Plenary session (Social Networks) talk titled "Fun, Fame and Tweets: How Social Media is Shaping Food Preferences and Eating Behavior", Social Media and the Economics of Food Conference, Montreal, May 29-30.
- J. LeBel (2014). Jouer la carte santé en communication et marketing alimentaires : leçons des applicants et gagnants DUX 2012-2013, presented at the INFOPRESSE Food Marketing Day, April 9, Montreal.

- J. LeBel (2014). Les dessous du commerce de détail en alimentation et ses impact sur la santé publique, invited talk presented to the Scientific Committee on Obesity of the Institut national de santé publique, Quebec City, March 28.
- Roundtable leader. Synthetic Biology with Guest Speaker Britt Wray, Nov. 26, 2013.
- LeBel, J.L. (2013). Food Branding and Marketing. Workshop presented at YES, Montreal, Sept 30.
- LeBel, J.L. (2013). Communication and Marketing Challenges of Connecting Agriculture, Food and Health in Today's Cacophonous and Hypermediatized Environment, presented at Dalhousie's College of Agriculture Conference on Connecting Agriculture Food and Health, June 19, Truro (NS).
- LeBel, J.L. (2013). Marketing Yourself: My experience building an award-winning Online Course. e-Scape Conference, April 3, Montreal.
- Participant (2013). Panel on Design, Innovation, and Technology. Organized by Dr. Govind Gopakumar March 22, District 3 (Concordia), Montreal.
- LeBel, J.L., C. Blouin (2013). Vers des environnements agro-alimentaires sains. Grand Rassemblement Québec en forme, March 19, Quebec City.
- Roundtable co-leader. Grand Rassemblement Québec en forme, March 19, 2013, Quebec City.
- LeBel, J.L., L. Gosselin, M. Lemire (2013). Déjouer un horaire chargé pour bien manger. Expo Manger Santé, March 15, Montreal.
- LeBel, J. L, C. Zananiri (2013). Branding personnel et image d'employeur. March 13, Montreal.
- LeBel, J.L., H. J. Simpkins (2013). *Marketing Yourself* as an essential career-building skill in today's fast-moving and competitive environment, Cannexus, January 26, Ottawa.
- LeBel, J. L. (2011). "Experiential determinants of value assessments" presented at workshop "The Service Dominant Logic: An Evolution or Revolution in Marketing Theory and Practice?" held at Concordia, October 20th, 2011 and organized by RBC Professor for Strategic Relationship Marketing Dr. Michèle Paulin.
- LeBel, J. L. (2011). Food & Sustainability. Business Beyond Tomorrow Conference, Montreal, March 11-12. Secured donation of 1000 chocolate bars by Green & Black (Cadbury subsidiary)
- LeBel, J. L., H. J. Simpkins (2011). Managing Your Career in Today's Fast-Changing and Competitive Marketplace. Presented at OMETZ (Montreal), January 11.
- LeBel, J. L. (2010). Positioning In a Crowded Health-Promotion Landscape. Presented at the annual conference of Dieticians of Canada, May 29, Montreal.
- LeBel, J. L. (2010). L'innovation dans la filière alimentaire: vers une plus étroite intégration de la santé et des plaisirs de la table. Presented at Salon International de l'Alimentation (SIAL), Montreal, April 2nd.

- LeBel, J. L. (2009). Developing a Winning Value Proposition", presented to the Quebec Professional Order of Dieticians, September 18, Montreal.
- LeBel, J.L., H. Simpkins (2009). "Using Marketing to Find the Job You Want." Jewish Employment Montreal, April 7.
- LeBel, J. L. (2008). "Marketing and Food Studies: A Faustian Pact or Possible Allies?" presented to Concordia University Food Culture Interdisciplinary Faculty Working Group, November 28, Montreal.
- LeBel, J. L. (2008) "Le Marketing de soi en équipe de travail" presented to the Quebec Professional Order of Dieticians, September 19, Montreal.
- LeBel, J. L (2008). "Cacophonie alimentaire : confusion, extrêmes et opportunités," presented at the conference *La cacophonie alimentaire*, Montreal, October 6.
- LeBel, J. L. (2008). Marketing Yourself in Multi-Disciplinary Teams. Presented to the Quebec Professional Order of Registered Dietitians, Montreal, September 19.
- LeBel, J. L., H. Simpkins (2008). The Dead-End Traps to Avoid When Launching Your Career. Canadian Association of Career Educators and Employers, Montreal, June 4.
- LeBel, J. L., H. Simpkins (2008). The Truth About the Career Planning Process. Youth Employment Montreal, May 14.
- LeBel, J. L., H. Simpkins (2008). The Truth About the Career Planning Process. CANNEXUS National Career Development Conference, April 15.
- LeBel, J. L., H. Simpkins (2008). The Myths of the Job Search Process. Vanier-BDC Case Competition, Montreal, February 22.
- Le Bel, J., & Cooke, N. (2002). The Construction and Marketing of Pleasure: Sweet sensations from foodbooks and advertising. Presented in the DeSève Cinema, 26 March, 2002.
- Le Bel, J., and Cooke, N. (2001). How do you eat your chocolate? The palate and the principles of pleasure. Presented to the Montreal Women's Council and sponsored by the Simone de Beauvoir Institute, December 5 2001, Montreal.

Poster Sessions

- Lecchino, M., LeBel, J. (2024). A Comparative Exploration of Sensory Design in Shopping Malls, presented at the Undergraduate Student Research Showcase, Concordia University, October 4.
- Marquis, D., Hénault-Ethier, L., LeBel, J. (2020). Targeting youngsters as agents of change for an entomophagous future, 3rd International Conference Insects to Feed the World 2020, June 2-6, 2020, Québec City. Postponed due to COVID-19.
- Marquis, D., L. Hénault-Ethier, N. Lefrançois, S. Labelle, M. Fournier, E. Lucas, G. W. Vandenberg, J. LeBel, S. Ikeda (2017). Valorisation de résidus de champignonnière urbaine à l'aide des ténébrions meuniers: Un projet d'agriculture urbaine et d'économie circulaire. Presented at the event *Les insectes à notre rescousse !*, December 5, Maison du

développement durable, Montréal.

- Blouin, C., T. Joubert, J. LeBel, L. Dubé (2013). Vers des partenariats novateurs pour mettre l'agro-alimentaire au service de la santé des jeunes. Grand Rassemblement Québec en Forme, March 19-20, Quebec City.
- Paquet, C., C. Huet, D. St-Arnaud-McKenzie, G. Ferland, L. Thibault, L. Dubé, J. LeBel (2011). Pleasure as Common Currency Linking Experts' Sensory Judgments to Layperson's Food Intake. Poster presented at the Pangborn Sensory Science Symposium, Toronto, September 4-8.
- Zhengfeng, M., Lu, J., Taylor, V. J., LeBel, J. L., Dubé, L. (2005). The Emotional Antecedents and Consequences of Comfort-Seeking Consumption: The Case of Food. Society for Consumer Society Winter Conference, St. Pete Beach, Florida, February 24-26.
- Sears, D., LeBel, J. L., Dube, L. (2003). Differentiating Hedonic Consumption On the Basis of Experiential Qualities and Emotional Make-up. Annual Conference of the Association for Consumer Research, October 2003, Toronto, Canada.

Other Research-Related Involvements (non-remunerated)

- Co-Leader (w/ Anya Zilberstein, History), Concordia Food Studies Working Group (2022-2024). Organized and secured working group designation from (Centre for Interdisciplinary Studies in Society and Culture. Organized a number of public lectures and events.
- Scientific Committee Member, Uncommon Senses IV: Sensory Ecologies, Economies & Aesthetics, May 3-6, 2023, Organized by the Centre for Sensory Studies.
- Scientific Committee Member, Insects for Feed the World 2022 Congress. June 12-16, 2022, Quebec City.
- Scientific Committee Member, Insects for Feed the World 2020 Congress. Cancelled due to COVID-19
- Scientific Committee Member, Living Soils Symposium, Montreal, March 28-31, 2019.
- Expert Contributor, "L'efficacité de la stratégie de réglementation de la publicité et de la promotion alimentaire : Synthèse de connaissances", Annie Gauthier (Ed), Institut National de la Santé Publique du Québec, August 2019.
https://www.inspq.gc.ca/sites/default/files/publications/2570_efficacite_strategies_reglementation_publicite_promotion_alimentaire.pdf
- Editorial Lead, The CEO Communications Audit, prepared by The Gandalf Group, for the Luc Beaugard Centre, June 2017, 21 pages. (available in both French and English).
- Expert Contributor, for "Comment faire mieux? L'expérience québécoise en promotion des saines habitudes de vie et en prévention de l'obésité" by Le Bodo, Y., C. Blouin, N. Dumas, P. De Wals & J. Laguë, Québec, Plateforme dévaluation en prévention de l'obésité (PEPO) et Institut national de santé publique du Québec (INSPQ), Les Presses de l'Université Laval, 2016, 379 pages.
- Member, Scientific committee on obesity prevention, Institut national de santé publique, ongoing since Summer 2013. This committee is composed of scientific experts in various fields and meets regularly to explore various issues related to the prevention of obesity.

Work by this committee feeds into the policy development process and the Ministry of Health.

- Member, Scientific committee (Winter 2014). Journées annuelles de santé publique, 2014 (JASP 2014). Track: Supermarket environments and their influences on consumers' food choices.
- In collaboration with the Centre for Sensory Studies, co-organized public lecture by Dr. Amy Trubek, The Map of Maple: Development of a Sensory Research Tool for Vermont Sugarmakers, December 13, 2013.
- Expert panelist. *Le sous-dimensionnement : tendances et encadrement au Canada et à l'étranger*. Report issued by *Option Consommateur*, June 2013.
- Expert panelist. *Les dessous du marketing des boissons sucrées*. A four-volume manifesto prepared by the *Coalition québécoise sur la problématique du poids*. First volume issued January 2012, fourth one in June 2012.
- Member. Concordia Centre for Sensory Studies (Winter 2012 – present)
- Research Affiliate. Concordia University's PERFORM Centre (Fall 2013 – present).
- Strategic Advisor and Member (2005-2012), McGill World Platform for Health and Economic Convergence.
- Co-Organizer, Health-Promoting Work Conditions and Environment Convergence Workshop, part of the annual McGill Think Tank, Nov. 17, 2009.
- Member, Executive Steering Committee, McGill Think Tank for Health and Economic Convergence. Nov. 18-19, 2009. Montreal.
- Co-Organizer (with Dr. Richman-Kenneally, Concordia U.). *Domestic Foodscapes: Towards Mindful Eating?* Conference held at Concordia University. Montreal March 21-22, 2008.
- Member and co-founder. Concordia University Food Culture Interdisciplinary Faculty Working Group. (Winter 2010 – present)
- Member (2006-2009). Strategic Knowledge Transfer Team. The McGill Health Challenge.
- Member (2008-present). Brain-to-Society Research Team. McGill University.
- Member of editorial team and author of preface to foodbook "*Gastronomie et forêt*" (published in 2003, English version "*Gastronomy & The Forest*) winner of the Best FoodBook in the World Award (by Gourmand International) and winner of two gold medals by Cuisine Canada in 2005.

Research Grants

Funded External Research Grant Applications

- P.I. "Understanding our dependence on convenience: towards new patterns of food consumption", MITACS, 2024-2025, amount awarded: \$45,000.
- P.I. "Bidgala: building a creative community that better meets the needs of artists today". MITACS Accelerate Program. Earmarked for two undergraduate students (Sam Tenenbaum and William Lande, co founders of Bidgala), Amount granted: \$90,000. May 2022 – June 2023.

- Co-Applicant. Monitoring child-targeted food packaging: Tracking prevalence, nutritional quality, and marketing appeals in Canada. Child Health and Wellness Grand Challenge Catalyst Award. \$50,000. 2022-2024. PI Charlene Elliott (U. of Calgary), CoApplicants: Dr. Joel Reardon, and Dr. Dana Olstad (UofC), Dr. Kim Raine (U. of Alberta), Dr. Jordan LeBel (Concordia).
- Co-Applicant. Explorations in Sensory Design. Submitted to SSHRC (Insight Grant), 2020-2023. PI : Dr David Howes (Concordia), Amount requested: \$349,025; granted: \$296,671 (2020-2023). Co-Investigators: Constance Classen, Carmela Cucuzzela, Arseli Dokumaci, Bianca Grohmann, Aaron Johnson, Jordan LeBel. Collaborators: Victoria Bates (Bristol), Charles Spence (Oxford), Henning Schmidgen (Bauhaus), Ellen Lupton (Cooper-Hewitt Smithsonian Design Museum), Suzanne Sauvage (McCord), Martine Lizotte (ITHQ), Steph Singer (Open Senses Festival, London)
- Co-PI (with R. Hausler, ETS; G. Vandenberg, U. Laval). EcoSix: L'élevage d'insectes comestibles en économie circulaire urbaine pour lutter contre le gaspillage alimentaire et les changements climatiques. Amount: \$200,000, MITACS, earmarked for circular economy project by doctoral candidate Didier Marquis with Alexis Fortin (ETS) and L. Hénault-Ethier (U. Laval). (2019-2022).
- PI. Chirps for Thought. \$45,000 granted by MITACS, earmarked for three internships to be done by doctoral candidate Didier Marquis.
- Co-researcher, FQRSC grant with Michel Laroche, Michèle Paulin, Roy Toffoli, and Saeed Shobeiri (awarded \$175k: 2015-2019): "Développement d'un modèle du comportement des consommateurs de sites internet, de médias sociaux et des nouvelles technologies de l'information."
- Team member: Réseau d'innovation sur les aliments et la santé (RIAS), PI : Dr. Yves Pouliot (Laval). FQRNT. Amount granted: \$290,000 (2013-2015).
- Co-Pi (with C. Blouin, L. Dubé). L'agro-alimentaire au service de la santé des jeunes : Profils de communautés afin d'identifier les opportunités d'interventions sur la consommation de fruits et légumes. Québec en Forme. Amount granted : \$50,000.
- Team member. Building capacity for furthering the economic and social case for investment in chronic non-communicable disease prevention and health promotion. Public Health Agency of Canada. Lead P.I.: L. Dubé, D. Buckeridge and R. Hammond. Amount granted: \$1,000,000 (2009-2014).
- Team member. Comportement du consommateur et dynamique de production, distribution et compétition en alimentation : équilibrer la santé, le plaisir et les affaires, à court et à long terme. FQRSC, (2011-2014), Amount Granted: \$482,240.
- Collaborator. Foundational Work for Web-Supported Self-Management of Impulse Eating: Neurobiological and Multi-Level Risk Factors. Fond de la Recherche en Santé du Québec - Subvention Recherches en santé et société. P.I.: Laurette Dubé (McGill). Amount granted: \$401,984 (2009 - 2012).
- Co-Applicant. Assessing the limpact of the Health Check Food Information Program. Heart and Stroke Foundation of Canada. P.I.: J. C. Spence, U. of Alberta. Amount granted: \$350,000 (Aug 2009 - Aug 2010).

- SSHRC Team Grant; Image, Text, Sound and Technology Program (2008). Amount granted: \$50,000. Principal Investigator: Catherine Bradley, McGill U. Team members: N. Cooke (McGill), J. LeBel (Concordia).
- SSHRC Team Grant (2004-2007). Amount granted: \$241,000. “What we eat and how we eat: Change and continuity in Canadian Foodways during the Twentieth Century.” Principal Investigator: Professor Nathalie Cooke (Literature, McGill). Team members: V. Dickenson (McCord Museum), R. Kenneally (Arts, Concordia), Jordan LeBel (JMSB, Concordia), and Marie Marquis (Nutrition, U. de Montréal).

This grant was awarded on its first application, a rare occurrence for SSHRC-funded *team* grants in this field. It produced numerous collaborations between co-applicants. The Domestic Foodscapes Conference was one of the outcomes of this team grant.

- FCAR Nouveau Chercheur Program (2003-2005). Amount granted: \$45,000. “Towards the Development of Scale to Measure the Experience of Differentiated Pleasures.”
- FCAR Team Grant (2001-2004). Amount granted: \$91,250. “Engineering pleasurable consumer experiences: Moving from the real to the virtual environment.” Principal Investigator: Laurette Dubé (McGill). Team members: D. Vakratsas (McGill), A. Mukherjee (McGill); J. Joy (Concordia), J. LeBel (Concordia).
- National Science Foundation Planning Grant (2002-2003). Amount granted: 100,000U\$ “PROJECT 2020”. (Solicitation # NSF-02-091; Grant #0230000). Principal Investigator: Dr. Tim Brady (Embry Riddle U.); Collaborators: J. Medina (Talaris Org.), J. LeBel (Concordia), P. Morton (Morton Consulting), A. Erisman (American Institute for Business Ethics).

Funded Internal Research Grants

- P.I. “Women in Agri-Food: Obstacles and challenges in a turbulent sector. Barry F. Lorenzetti Centre for Women Entrepreneurship and Leadership. 2022-2024. Amount granted: 10,300\$
- Collaborator, Concordia Centre for Sensory Studies, co-directors Drs Howes & Grohmann. Amount granted: \$100,000 (from OVRGS), 2016-2020.
- Collaborator, The Senses Institute, Director: David Howes, Amount granted: \$15,000 (Dec. 2010).
- Concordia University: FRDP, Phase II (2001-2003). Antecedents and Affective Qualities of Real and Virtual Pleasures. Amount Awarded: \$13,500.
- Concordia University: Grants/Scholarships to M.Sc. candidates:
 - Candidate: Marie-Ève Ducharme (2021-present), Winner of Luc Beaugregard Doctoral Fellowship (17,000\$).
 - Candidate: Marie LeBouthillier (2017-2019). Winner of 1) SSHRC’s Joseph Armand Bombardier Award (17,500\$ over 12 months, April 2018) and 2) The Bob and Rae Briscoe M.Sc. Entrance Scholarship (5000\$, Fall 2017)

- Candidate: Dianne West. Gender Differences in Images of Pleasure: A study of food preferences. Amount granted: 3000\$ (2001-2002)
- Candidate: Veneta Sotiropoulos. The Influence of Dynamic User Imagery on the Appeal of Luxury Fashion. Amount granted: 1500\$ (2002-2003)
- Candidate: Timothy Branch. Investigating the Experiential Responses to Different Musical Genres as a Function of Consumers' Listening Goals. Amount granted: 2000\$ (2002-2003)
- Candidate: Joanna Kufedjian. Best Practices in Experience Marketing: Integrating Theoretical and Practical Issues. Amount granted: 1400\$ (2003-2004)

Graduate Student Supervision

M.Sc./M.A./Graduate Certificate Supervision

- Catherine Jubin (2019-2021), M.A. in INDI program. Thesis on luxury market and young American consumers' attitudes towards luxury.
- Marie LeBouthiller (Fall 2017-2019). M.Sc. in Marketing. Thesis topic focuses on outdoor/camping food and consumers' relationships to such foods. Recipient of the Briscoe Award for Entry M.Sc. students (\$5,000), recipient of a Social Science and Humanities Research Council M.Sc. Grant (\$17,500). Defense held March 20, 2019.
- Tara Crouse. The Influence of Scent Marketing on Hotel Guests. Internal grant awarded (\$1500). Defended August 2009.
- JoAnna Kufedjian. Critical Success Factors in the Design of Customer Experiences. Internal grant awarded (\$1400). Defended on December 22, 2003.
- Dianne West. Sex Differences in Images of Pleasure: A study of food preferences. Internal grant awarded (\$3000). Defended on December 17, 2003.
- Erica Horn. Loyalty and Stickiness in a Virtual Environment: Parameters of a Website's Homepage and Consumers' Responses to Different E-Retailing Strategies. Financed in part through Team FCAR grant. Defended on December 9, 2003.
- Veneta Sotiropoulos. Luxury Fashion Brands: The Impact of Embodied Imagery on Brand Responses. Internal grant awarded (\$1500). Defended on August 14, 2003.
- Timothy Branch. The influence of Consumers' Pre-Consumption Mood on Experiential Responses to Different Musical Genres. Internal grant awarded (\$2000). Defended on August 13, 2003.

M.Sc. /M.A./Graduate Certificate Committee Membership

- Catherine Ricard-Poulin, committee member, Supervisor: Eva Rose Bourgeois, committee member, Supervisor: C. Jourdan, expected completion Dec 2024.
- Aya Charabati, committee member, Supervisor: L. Dyer, defended May 12, 2023.
- Dania Kyle, M.Sc. (Marketing), committee member, Supervisors: Z. Arsel & M. Paulin, defence: 27 march 2023.
- Jie Yang, committee, member, Supervisor: L. Katsanis, defended Feb 15, 2021.
- Chen Chen, committee member, Supervisor: L. Katsanis, defended Feb 22, 2021.
- Daniella Sucapane, committee member, Supervisor: C. Roux, defended Aug 2020.
- Hangyu Gu, committee member, Supervisor: M. Laroche, defense held March 22, 2019.

- Angelina Doherty (2015 – 2016). Graduate Certificate in Digital Technologies in Design Art Practice. Supervisor: Dr. Rhona Richman-Kenneally.
- Gianni Berretta (2015 – 2016). MA (Art Education). Supervisor: Dr. Lorrie Blair (Art Education). Gianni is now in the course option program (will not complete thesis).
- Aela Salma (Fall 2013 – Summer 2014). Supervisor: Dr. M. Paulin (JMSB)
- Tara Kayhani Kermanshahi (2012-2014). Supervisor: Dr. L. P. Katsanis (JMSB)
- Adina H. Derrick (2002-2003). Supervisor: Dr. Linda Dyer (JMSB)
- Dina Kavadas (2002-2003). Supervisor: Dr. Lea P. Katsanis (JMSB)
- Jennifer Kelly (2001-2002). Supervisor: Dr. Lea P. Katsanis (JMSB)
- Samantha Caldicott (M.A., 2002-2003) Supervisor: Dr. David Pariser (Art Education, Concordia)

MBA Research Projects (MBA 631)

- Dawit Mekonnen, Winter 2024 (Ethiopian Airlines: Navigating the Decarbonization Dilemma)
- Lisa Malachowski, Winter 2023 (data usage for small independent restaurants)
- Khalil Guliwala, Fall 2022 (online selling platforms for food marketing)
- Dimitry Makarenko, Summer 2013 (Wine merchandising)
- Catherine Sumague, Summer 2013 (From food truck to grocery stores' shelves)
- Ziad Khatib, Summer 2013 (Feasibility of online MSc program in public health)
- Second reader: Barathi Krishna, supervised by Dr. R. Paquin (Fall 2022)
- Second Reader: Luc Hédou, supervised by Dr. M. Paulin (Winter 2003)

Ph.D. Committee Membership

- Marie-Ève Ducharme (2021- present). INDI program. Subject: convenience focus vs experiential focus in food buying and consumption habits. Passed proposal defense, May 3, 2024.
- Ali Kenefick (INDI, Fall 2017-present). Subject: alternative meat systems. Winner of Sustainability Research Award 2022 for “Making Meat Matters” a board game designed to educate on matters of production and consumption of meat.
- John Han (Marketing, McGill, Fall 2022-present), supervisor: H. Haruvy, passed proposal defense April 30 2024.
- External examiner: Pamela Tudge, Dissertation Defense Committee, Dissertation defended Oct. 23, 2023. Examining History, Design, and Pedagogy through the Eat, Waste, Make Project: A Feminist New Materialism Exploration of Canadian Food-based Waste. Dr Richman-Kenneally (Design & Computation Arts) & Dr Miller (Film Studies) co-supervisors.
- Karine Chrétien-Guillemette (Jan 2017 – dec 2018). Subject : consumer education for artisanal and socially-oriented food brands. Karine withdrew due to health issues.
- Didier Marquis (Concordia, Anthropology) committee member (Fall 2016 – Dec 2021), Subject: urban insect farming. Recipient of Mitacs grant (\$45,000).

- Laura Shine (Concordia, Anthropology), committee member (Winter 2014 -Fall 2020)
Subject: consumer-level barriers to adoption to eating insects. Concordia Public Scholar 2018.
- David Szanto, SIP, committee member (Winter 2010 – Winter 2015). Subject: intelligent gastronomy. Recipient of a Vanier Scholarship.
- Alice Labban (McGill, Business), Phase 3 committee member (2011 – 2012), Supervisor: L. Dubé.
- Aida Faber (McGill, Business), Phase 3 committee member (2011 – 2012), Supervisor: L. Dubé.
- Ji Lu, (McGill, Business), Co-Supervisor (with L. Dubé), defended Nov. 2010
- Anais Détole, Humanities, Co-Supervisor (with C. Jourdain, Anthropology) (2010-2011)
- Catherine Paquet (Ph.D., McGill). Phase 2 committee member, Dr Laurette Dubé, supervisor.
- Donna Sears (Ph.D., McGill). Co-director with Dr Laurette Dubé.
- Ma Zhenfeng (Ph.D., McGill). Phase 2 & 3 committee member, Dr. Laurette Dubé, supervisor.

Events and Public Lectures Organized (sample)

- CEO Communication Summit, June 13-14, 2017, Montreal, part of the Luc Beaugard Centre of Excellence in Communication Research lecture series.
- Panel organizer: Should CEOs get more involved in public policy development? Panel with Andrew Molson (Res Publica), Rosalind Hudnell (Intel Foundation), Pedros Riebera (Danone Canada). Presented at the International Economic Forum of the Americas, organized as part of the activities of the Luc Beaugard Centre of Excellence in Communication Research.
- How can you add more mmmmm to your chocolate? Eating design workshop with Rhona Richman-Kenneally, CSISS Happening, March 20, 2017
- Communicators as Innovators: Leveraging Social Media to Engage Stakeholders and to Reshape the Way We Innovate with Dr. Frank Miller (Aachen University, Germany), October 4, 2016. Co-organized with Dr. Michèle Paulin, part of the Luc Beaugard Centre of Excellence in Communication Research lecture series.
- Dialogue in the Digital Age with Adam Schlesinger, Vice President Digital Strategy and Chief Data Officer, National Bank, April 29, 2016, part of the Luc Beaugard Centre of Excellence in Communication Research lecture series.
- The Chairman's Perspective: Trust, Values and Corporate Reputation with Mr. Peter Georgescu, Chairman Emeritus Young & Rubicam, October 26, 2015, part of the Luc Beaugard Centre of Excellence in Communication Research lecture series.
- Data confidentiality and the legality of marketing actions, January 28, 2015, part of the Luc Beaugard Centre of Excellence in Communication Research lecture series.
- The evolution of media and electoral campaign communication, November 21, 2014, part of the Luc Beaugard Centre of Excellence in Communication Research lecture series.

- Co-organized, with Public Relations Without Borders the talk titled “Managing Global Reputation in the Age of Social Media” by Paul Holmes, April 19, 2013, part of the Luc Beaugard Centre Speaker Series
- Curated lecture series (Fall 2012) for the Concordia Centre for Sensory Studies with 6 invited speakers.
- Creating Successful Food Innovations : Musings from a pioneer, with Dr. Howard Moskowitz, Fall 2011.
- Doing Well and Doing Good: How Leading Companies Align Innovation, Profits, and Social Good, with Harvard’s Professor Rosabeth Moss Kanter, November 18, 2009.
 - I also arranged special feature of Dr. Moss Kanter’s work in Commerce Magazine.

Academic Reviews / Adjudication

- Reviewer for Food Studies: Matter, Meaning & Movement, D. Szanto, A. Di Battista, I. Knezevic (eds), Open Library, 2022
- National Sciences and Engineering Research Council of Canada, reviewer for tech-access grant program (2018).
- Refereed conference reviews: ASAC 2004, 2014.
- 2008-2009 & 2009-2010: SSHRC Adjudication Committee, Public Outreach Grants, Special Call in Management, Business, and Finance (competition 604).
- Reviews:
 - Young Consumers (Emerald journal)
 - Anthropology of Food
 - Cornell University Press
 - Appetite
 - *Gestion*
 - Cornell Hotel and Restaurant Administration Quarterly
 - Journal of Business Research
 - *Anthropologie & Société*
 - *Cuizine*
 - McGill-Queens University Press
 - Prentice Hall
 - McGraw Hill
 - Canadian Association for Food Studies

TEACHING

My teaching philosophy centers on providing students with a useful and first-class educational experience designed to contribute to their well-roundedness, future job success and happiness. I make myself available for students, supporting various student-run activities such as Food Marketing Day, the International Community Outreach Program, and the Women in Business Conference. I invest considerable time updating my class materials each term, always with the focus of bridging theory with practice. In the classroom, I adopt a style that encourages student participation and experiential learning. I aim to deliver an educational experience that stimulates students to learn and open their minds to marketing but also to other subjects such that they graduate as business people with education and do not merely get an education in business. I regularly draw from headlines and current events to press students to articulate their own positions on important matters and on the role of marketing. I typically begin each lecture by asking students to report on recently observed events in or out of the marketing domain and to express their opinions about these events in a manner that connects with theory and course material. In undergraduate and graduate lectures, I confront students to the need to take responsibility for their education. I do not hand hold students but rather chose to introduce them to learning opportunities and tools and then let them make their own choices. Above all, I try to foster a classroom atmosphere that invites students to ask questions and to seek the elements of the answers by themselves. My teaching evaluations are consistently and considerably above department and school means and amongst the highest at Concordia. I was an early adopter of online education technology with the award-winning Marketing Yourself course (taken by over 20,000 students) and I developed many new courses, such as The Marketing of Food (the most popular undergraduate marketing elective) and Experience Design and Marketing (MBA elective). As a result of the efforts I expand on teaching, I have received various teaching awards including the 3M National Teaching Fellowship and many internal awards.

Awards and Honours

- Quebec Order of Excellence in Education (2024)
- Outstanding Contribution to Student Life, by the Concordia Council for Student Life (2023)
- 3M National Teaching Fellowship (2013)
- Concordia Provost's Circle, May 2013
- 2011 Recipient of MBA Students' Choice Award, Professor of the Year 2011, Elective Classes.
- 2010 Recipient of Dean's Award for Teaching Excellence
- 2010 Recipient of President's Award for Excellence in Teaching
- 2005 Recipient of the Dean's Distinguished Teaching Award
- 2004 Best Instructional Design (for Marketing Yourself) from the Canadian Association for Distance Education

Courses Taught

- Undergraduate courses
 - Currently: MARK 458: The Marketing of Food, one of the most popular electives at JMSB, 2 sections (60 students each) per academic year.

- COMM 224: Introduction to Marketing
- MARK 405 : Consumer Behavior
- MARK 453 : Advertising
- COMM299M : Marketing Yourself (online) (over 20,000 students from 2003 to 2017)
- HA 106: Introduction to Foodservice Management (Fall 2005 – Spring 2008, Cornell U.)
- HA 434: Gastronomy and the Pleasures of Dining (Fall 2005 – Spring 2008, Cornell U.)
- Graduate courses
 - Currently: MBA 644: Marketing Management (2 sections per year)
 - EMBA 612: Marketing Management
 - EMBA 625: Global Experience
 - MBA 610: Marketing Management
 - MBA 695D: Experience Design & Marketing (previously MARK 671)
 - MSCA 672: Seminar on the Affective and Behavioral Responses to Music
 - MSCA 672: Seminar on Religion and Consumption Behavior
 - MSCA 672: Seminar on Sensory and Affective Experiences
 - MSCA 672: Seminar in Consumer Experiences
 - Experience Design & Marketing Seminar (Donau-Universität Krems, Austria, Feb 28 – March 4, 2009)
 - Hospitality Experience Design & Marketing Seminar (École Hôtelière de Lausanne, Switzerland, Feb 1-5, 2010)

Guest Lectures

- The Shifting Food Retail Eco-System, in HIST 394 (Food in History), Prof. Anya Zilberstein, August 5, 2024.
- You are WHERE you eat, presented in FFAR 254 (Encultured Eating), October 25, 2023.
- Contemporary Issues and Opportunities in the Agri Food System, In FFAR 254 (Encultured Eating), Nov 4, 2020.
- Case Study and guest lecture for Leslie Quinton's class on March 30, 2020, COMM 808 Communication stratégique internationale, part of the MA in Communications program at University of Sherbrooke.
- What is Food Marketing? In FFAR 254 (Encultured Eating), October 30, 2019.
- Food Marketing Challenges and the Job Opportunities they Create. In FFAR 254 (Encultured Eating), Sept 19, 2018.
- What is Food Marketing? April 5, 2017, Anthropology/Sociology 252.
- Histoire, commerce et plaisirs : Le cas particulier du chocolat, in French LIT 451 “Imaginaires, mythes et symboles”, Prof: Dr. Geneviève Sicotte, February 18, 2016.
- Understanding the Foodservice Sector and Consumers’ Path-to-Purchase, in NUTR 336 (McGill’s School of Dietetics and Human Nutrition), Instructor: Paul-Guy Duhamel, RD. February 5, 2016.
- Food Marketing Challenges and Opportunities, in FFAR 398: Encultured Eating, Nov 5, 2014.

- Chocolate and the Built Environment, in Graduate Seminar Food, Architecture and Urbanism: Case study Montreal, McGill, Dr. Vikram Bhatt, January 5, 2014
- Judge for final design projects in DES3530: Projet Design III, taught by Daniel Spooner, UQAM's School of Design, 28 November, 2013.
- Categorization, Comfort, and Fair Trade: Some unsuspected factors shaping your chocolate preferences, in FFAR 398: Encultured Eating, David Szanto, lecturer, November 6, 2013.
- Careers and opportunities in the agri-food system, in the class on Economics at Collège St. Hilaire, November 5, 2013.
- Understanding Consumer Food Choices, in MRKT 690 Topics in Marketing 2: Decision Neuroscience. April 24 & May 2 2012. Dr. L. Dubé (McGill)
- Le marketing alimentaire. In the course on Economics at Collège St. Hilaire, November 8, 2012.
- Influencing Consumers' Food Choices: The chocolate narrative. FFAR 398: Encultured Eating, David Szanto, lecturer, November 7, 2012.
- NS 644: Community Nutrition Seminar, September 18, 2006. Comfort and Pleasure: The Special Case of Chocolate.
- Emotional Design and Differentiated Pleasures. ART 480, Instructor: Dr. R. Richman-Kenneally, February 7, 2005.
- HADM 305: Restaurant Management (A. Susskind), February 28, 2006: Restaurant Advertising Strategy
- HA 490: Procurement Management (R. Spies), September 28, 2006.
- HADM 451: Restaurant Development (S. Robson), September 28, 2005: Conceptualizing The Restaurant Experience
- ART398E: Popular Culture (Instructor: Dr. Lorrie Blair, Dept. of Art Education, Concordia University), January 26, 2004.
- AME 6816 (Contemporary Design Problems, University of Montreal, Instructor: Dr. Diane Bisson), January 20, 2004.
- ADM1831-D (Advanced Topics in Consumer behavior, Instructor: Dr. A. Joy), February 16, 2004.

Other Teaching-Related Activities (Sample)

- Instructor, Summer School on Healty Foods and Technology, University Laval (through RIAS grant), 28-30 May, 2013.
- Team Presenter, Grad Pro Skills workshop on Connecting with Students, Febary 8, 2013, organized by Centre for Teaching and Learning Services.
- Participant, Université internationale d'été en pédagogie universitaire, Québec City, June 24-29 2012
- Case Briefing Facilitator, JMSB International Case Competition, January 5 & 7, 2005.
- Volunteer coach, Commerce Games (2002-2005)
- Jury Member, JMSB International Case Writing Competition. November 2004.
- Faculty Advisor & Coach, MBA Speaker Series, 2003-2005. Hosted numerous business leaders, including Luc Nadeau (CEO L'Oréal Canada, November 26, 2004), Mrs. Nathalie Le Prohon (General Manager, Nokia Canada, May 28, 2004), Mrs. Christine Prudham (CEO, BMG Canada, April 4, 2003), and Mr. Elliott Ettenberg (Creator PRIZM, February 13, 2003).

- Case Briefing Facilitator, JMSB International Case Competition, January 7, 2004. Conducted judges briefing for “Staffing Wal-Mart Stores Inc.” case.
- Judge, Vermont-Quebec International Business Network Case Competition, 18 September 2003

SERVICE

I believe that, as professors, we have a fiduciary duty of sorts not only to our students and our employer but to the broader society. Therefore, I see it as both critical and useful to serve not only on the committees I am appointed to as part of my normal workload but also to go beyond this requirement by helping and getting involved internally when need and opportunity arise as well as externally. Outside of Concordia, I have aligned myself with various causes over time, notably youth homelessness and youth employment. I regularly help many businesses and journalists. I also lend my expertise to numerous projects (many not noted here) even on a pro bono basis, in part because I love to help but also because this involvement has inspired my teaching and is in line with my personal values and beliefs.

Internal Service

- Department of Marketing
 - Chair, Student Engagement Committee (2024-)
 - Member, Curriculum Committee (2024-)
 - Member, Tenure Track Hiring Committee (2022-2024)
 - Chair, LTA Hiring Committee (2021-2022)
 - Chair, Curriculum Committee (2012-2024)
 - Marketing Co-Op Committee (2002 – 2005; 2008 – present)
 - Committee for M.Sc. (Marketing) Promotion (Fall 2014-Winter 2015)
 - Ad Hoc Committee on Teaching (Winter 2014)
 - Diploma/MBA Committee (2012 - 2017)
 - Interim Director, Marketing Co-op Program, Fall 2012
 - Marketing Ethics and Equity Committee, 2008-2011
 - Member, Ad Hoc committee for CFI application, 2003
 - Member, M.Sc. Committee (2002-2004)
 - Member, Committee on Teaching (2001-2003)
- John Molson School of Business
 - Director, Case Publishing Initiative (2024-2025)
 - Academic Director, John Molson Executive Centre (2024-2025)
 - Curriculum Innovation Committee (2020-2024)
 - Advisory Search Committees: Director MBA/GDBA Program and Director MBA in Investment Management and Goodman Institute (April 2024), chair: Associate Dean Sandra Betton.

- Search Committee, GDBA and GCBA Program Directorship (Winter-Summer 2016)
- Faculty Academic Program Committee (2014-2017)
- Director, Executive MBA Program, 2014 –2017
- Director, Luc Beaugard Centre of Excellence in Communications Research (2012-2017)
- Ad Hoc Committee on Art in MB (Winter 2014)
- Faculty Personnel and Tenure Committee (2012 - 2014)
- Undergraduate Curriculum Committee (2001-2003; 2012 - 2014)
- Renewal committee for Prof. Gad Saad’s CURC Chair, 2013
- Search Committee for RBC Professorship on Strategic Relationship Marketing, 2010
- Special Task Force on Online Courses, 2009-2010
- Department Leader, 2003-2004 Faculty Appeal Steering Committee
- Faculty Advisor, MBA Speaker Series 2003 - 2005
- Member, Faculty Research Committee, 2002-2004

- Concordia University
 - Member, Fair Trade Steering Committee, Fall 2023 – present
 - Chair, Search Committee, Co-director, Centre for Sensory Studies (March-April 2024)
 - CUFA alternate, 2018-2024
 - Member, Sustainability Research Award Evaluation Committee, April 2022.
 - Member, Evaluation Committee for Foodservice Provider RFP, Feb 2022
 - Co-Director (2020-2024), Centre for Sensory Studies
 - Member, Open Access Working Group (2018-2019)
 - Program Appraisal Committee (evaluating Dept of Marketing) (2017-2018)
 - President’s Excellence in Teaching Award Committee (2015, 2016, 2017)
 - Special Advisory Committee on Common Course Outline (2011-2012, reporting to Vice Provost Ollivier Dyens)
 - Special Individualized Programs (SIP) Admission Committee (2008-2010)
 - Arts & Science Faculty Council, Concordia University (2008-2010)

- Concordia University Faculty Association
 - Member, Special advisory committee on online courses, 2010 (at the invitation of Dr. Charles Draimin)

- Other Internal Service Involvements (sample)
 - Judge, MARK 305 poster sessions, Fall 2017, Fall 2018
 - Reader, Graduation June 2014. Read names of graduate MBA candidates.
 - Presented Françoise Bertrand for honorary Ph.D. at Convocation 2013, Concordia University.
 - Served as shadow to Mr. Henri-Paul Rousseau (President Caisse de Dépôts et Placements du Québec) during Convocation 2004.
 - Presenter, 2003 Awards of Distinction. Last-minute replacement for Mr. Delage-Roberge to present an Award of Distinction to Mr. Sylvain Toutant.

- Volunteer, Best of the Best Extravaganza 2003, Concordia University: developed chocolate dessert to be served at fundraiser and wrote Tasting Tips in menu for the event.
- M.Sc. Defense Committee Membership (sample)
 - Ramesh Sankaranarayanan. Supervisor: Dr. Michel Laroche.
 - Joyce Sarkis. Supervisor: Dr. Lea Katsanis. March, 2012.
 - Xiaogong Clark Huang. Supervisor: Dr. Sourav Ray. December, 2004.
 - Mary Ann Collishaw. Supervisor: Dr. Linda Dyer. May, 2004.
 - George J. Gaspar. Supervisor: Dr. Harjeet Bhabra
 - David Newton, M.Sc. (Finance)

External Service

- Jury Panels, Volunteering, Board & Committee Membership, etc.
 - Member, Innovation Jury, SIAL 2024, May 15-17. Jury met in April to evaluate 33 finalists for the SIAL food innovation awards.
 - President, Start Up Pitch Jury, SIAL 2024, May 15-17
 - Member, Scientific Committee on Obesity Prevention, Institut national de santé publique (Quebec), 2013-2023.
 - Member, Scientific Committee on Promotion of Cannabis Products, Institut national de santé publique (Quebec), 2020-2023.
 - Member, Marketing Committee and Nominations Committee, Youth Employment Services, Fall 2018-present.
 - Member, brainstorm session: helping le Club des petits déjeuners, March 2023.
 - Member, Scientific Committee, Living Soils Symposium Montreal, March 2019.
 - Member, Jury (Support aux Travailleurs Autonomes), École d'Entrepreneurship du Québec, May 2019.
 - Jury Member, Gaia Awards (food product packaging), November 2018.
 - Volunteer, PHARE Art School, Cambodia, July 2018.
 - Jury member, Défi Ose Entreprendre, Bio-foods section, Montreal, April 12, 2017.
 - Member of the Board, Croquarium, June 2014-April 2017
 - Member of the Board, Quebec Society of Public Relations Professionals, 2014 – 2016).
 - Youth Employment Services, 20th Anniversary Celebration Planning Committee, Winter-Summer 2015.
 - Jury Member, SAJE Start-Up Contest (Bio-Foods division), April 23, 2015.
 - Co-host, DUX Awards Gala, January 2014, 2015, 2017
 - Board Member (2009 – Aug 2014), Youth Employment Services Montreal.

YES is a non profit organization helping over 4500 aspiring artists, entrepreneurs, professionals and job seekers find employment each year. I served as Vice President of the Board of directors from 2010 to 2014 and as such, I have co-chaired the organization's annual fundraiser during those years. This annual fundraiser is of capital importance for the organization as it raises valuable unincumbered funds.

- Director, J. Daniel Lachance Foundation. Non-profit foundation (poverty relief, education support), 1995 – present.

This is a family foundation created by my mother to honour her father's memory. I have been the executive director since 1998. The foundation operates in the areas of poverty relief and education assistance.

- Co-spokesperson, for DUX Awards program (2012, 2013, 2014).

This program was created to recognize and supports efforts to move towards a healthier food supply by various actors within the agri-food system. I have been acting as co-spokesperson but also as head of the jury for the Communications category. I have also hosted the 2nd awards gala on January 29, 2014, resulting in full page spread and special section in La Presse on January 30.

- Head of jury, DUX Awards program (Communications category) for three years running (2012-2014).

- Participant, Governor General Canadian Leadership Conference, June 1-15, 2012.

This conference gathers 230 Canadian leaders for a two-week intensive experience. It was a great way to connect with other leaders from across Canada.

- Marketing Committee Member, Bon Dieu Dans La Rue, 2001-2004. This non-profit organization addresses the issue of teen/youth homelessness. As member of the marketing committee, I helped to create the organization's annual public fundraiser.

- Public Lectures (non compensated, sample)

- Les Chocs de l'innovation en systèmes alimentaires, entrevue dirigée par Diane Bérard, Esplanade Accélérateur, Montréal, 4 mai 2023.
- The intensifying battle for your food dollar and how to beat inflation at supermarket, presented to the Montreal Lakeshore University Women's Club, Jan 25, 2022.
- How do you eat your chocolate? Industry and Consumer Perspectives. Presented to the Montreal Lakeshore University Women's Club, Feb 7, 2021.
- The Pleasures of Chocolate: presented at the Atwater Library, Feb 13, 2020.
- Successful Branding for Artists: It's More Than Just Creating Buzz. Presented at the YES Artists' Conference "Business Skills for Creative Souls", March 20, 2015, Montreal.
- Led largest live case study in history at C2MTL in May 2014 with over 1500 participants. "Business Reimagined" was sponsored by Microsoft and focused on Guy Laliberté's One Drop Foundation.
- Conjuger santé, plaisirs et praticité dans votre assiette, with L. Gosselyn & M. Lemire, Expo Manger Santé, March 22, 2014, Palais des Congrès, Montréal.
- Let Food Be Your Guide, presented at the student-run second annual Food Marketing Day, November 22, 2013, Montreal.

- Presented at Concordia's Homecoming, October 5, 2013. "How do you eat your chocolate? Or The merits of teaching food marketing & food studies at JMSB & Concordia"
 - Marketing & Branding Yourself, workshop presented at Youth Employment Services, Montreal, May 30, 2013.
 - Déjouer un horaire chargé pour bien manger, with L. Gosselyn & M. Lemire. Expo Manger Santé, March 15, 2013, Palais des Congrès, Montréal.
 - Marketing Workshop. Eleanor London Côte Saint-Luc Public Library, November 14, 2013
 - Careers in the Agri-Food System. Presented at the first student-run Food Marketing Day, November 20, 2012.
 - The Allure of Chocolate, Thomas Moore Institute, June 15, 2011.
 - For the Love of Chocolate, fundraiser for Glamour Gals, New York City, Nov. 15, 2007.
 - Judy's Day, Cornell University, 2007. Designed and manned booth on the cocoa tree; made and served hot chocolate to 1000 ppl.
 - The Allure of Chocolate. Presented at HEC 82, Cornell University.
 - Pleasure and Comfort: The Allure of Chocolate. Feb 28, 2007, Mann Library, Cornell University.
 - Pleasure and Comfort: The Special Case of Chocolate. Food Science Seminar Series, Feb. 27, 2007, Stocking Hall, Cornell University.
 - Presenter, 2006 President's Parents Campus Visit Weekend, April 29, 2006. Talk titled: "Pleasure and Comfort: The Special Case of Chocolate" at the invitation of the President's office, Cornell University.
 - Speaker, Montreal Matters 2004, The Marketing of Pleasure and Comfort: The special case of chocolate. October 19, De Sève Cinema. This presentation was publicised on the CBC website, through a live interview and frequent mentions on DayBreak with David Bronstetter, and through frequent mentions on Homerun with Bernard St. Laurent (JMSB affiliation mentioned).
 - Speaker with H. Simpkins, Montreal Matters 2003, Marketing Yourself: How Self Branding Can Jumpstart Your Career. De Sève Cinema.
- Media presence
Extensive media present in both French and English, print and broadcast media on a regular basis across and outside of Canada. Some examples:
 - March 21, 2024: Reduction in House Brands, thetimeshub.com
<https://thetimeshub.in/reduction-in-house-brands/>
 - March 14, 2024: the Discomfort Zone on lab-grown meat
<https://johnbdutton.substack.com/p/wendys-woes-kates-no-show-and-cute>
 - Interviewed on podcast "Making a Meal of It" by David Szanto,
<https://www.iceboxstudio.com/IS/podcast/>

- April 29, 2023: Les vins en épicerie
<https://www.ledevoir.com/vivre/alimentation/789850/vins-en-epicerie-le-grand-paradoxe>
- January 26, 2023: Des petits Maxi, ben oui!
- <https://www.lapresse.ca/affaires/chroniques/2023-01-26/de-petits-maxi-ben-oui.php?#>
- December 17, 2022: Le placement des produits à l'épicerie, une guerre dont vous êtes la victime, par Julien McEvoy, Journal de Montréal:
<https://www.journaldemontreal.com/2022/12/17/le-placement-des-produits-une-guerre-dont-vous-etes-la-victime>
- June 14, 2022: Revolution livraison <https://lactualite.com/lactualite-affaires/revolution-livraison/>
- September 01, 2018, cited by Luca Ventura, "Keeping PepsiCo Fizzy: Laguarda Inherits Nooyi's Mantle" in Global Finance <https://www.gfmag.com/magazine/september-2018/keeping-pepsico-fizzy-laguarda-inherits-nooyis-mantle>
- August 13, 2018: Series of interviews on Radio-Canada Radio across seven major markets in Canada to talk about food waste and solutions thereto.
- February 6, 2018, interviewed about the recently launched "Lady Doritos":
<http://www.canadianbusiness.com/business-news/lady-doritos-are-a-marketing-test-not-a-mistake-say-canadian-food-experts/> Also picked up by CTVNews.ca, nationalpost.ca, thechronicleherald.ca, etc.
- January 31, 2018: Ferrero Buys Nestlé's US Candy Business, by Luca Ventura:
<https://www.gfmag.com/magazine/february-2018/ferrero-buys-nestles-us-candy-business>
- Sept 9, 2017, Special report in *La Presse Plus* on e-commerce in the food sector, quoted extensively, with picture.
- May 5, 2017: Global Finance Magazine, "No longer All in The Family At Ferrero"
<https://www.gfmag.com/topics/blogs/no-longer-all-family-ferreo>
- The Gazette, Marketing Yourself is 10 years old:
<https://montrealgazette.com/news/local-news/cool-courses-part-2-on-the-cutting-edge>
- Feb 20, 2014, Global Television AM Montreal. Live, morning show on Marketing Yourself mid-career/mid level, segment made it into Week's top segments and aired again on Sat. Feb 22. <http://globalnews.ca/video/1161874/how-to-market-yourself-within-the-workplace>
- Extensive cross-Canada coverage for involvement with Cadbury (2006): Canada AM, Toronto Star, Vancouver Sun, Montreal Gazette, etc.
- Extensive media coverage for comfort food study published November 2005: USA Today, Baltimore Sun, Chicago Tribute, Washington Post, CNN Radio, CBS Radio, NBC's Today Show (11/19/2006), Glamour (March), Self Magazine (April).
- 2003-2004: Weekly radio segment, food-focused, on Homerun (CBC Radio) with Bernard St-Laurent.
- 2001 – 2003: Regular guest on "Salut Bonjour !" on TVA network. Live segment (6 to 10 minutes in length) on various marketing-related topics. JMSB name and website

publicized on screen twice during each segment. Audience size approx. 450,000. For this segment, I was single-handedly responsible for content development, preparation of notes for production and host, and set up in studio.

- Professional Engagements (compensated, sample)
 - Expert witness for Cominar in court case against The Hudson Bay Company (cases 500-17-113863-206, 500-17-113909-207 and 500-17-113908-209).
 - Opening keynote, 13 October 2022, “From Field to Fork: Tensions, obstacles, and levers to shape the future of agri-food” presented at annual conference of the Quebec Order of Agronomists, Lévis (Quebec).
 - Developed and delivered 6 workshops on segmentation and position presented by the Institut de Leadership, delivered March and April 2021.
 - Closing Keynote, 9 October 2019: « Susciter l’innovation en utilisant les tendances lourdes en alimentation » presented at the Journée de réflexion « Saveurs et autres caractéristiques du sirop d’érable » organized by Union des producteurs agricoles, St Hyacinthe.
 - LeBel, J. L. (2019). Grandes tendances alimentaires : Comment peuvent-elles stimuler l’innovation? Presentation to Maple producers of Quebec, October 9, St Hyacinthe.
 - Keynote address: Sensory Marketing & the Future of the Fruit & Vegetable Category, Quebec’s Council on Horticulture’s annual conference, February 13, 2014.
 - Culinary consultant, Nelligan Hotel, for “Chandon, chocolat et foie gras” organized on Feb. 20, 2014, as part of the *Montreal Lights* festival.
 - Foodservice Innovation that Align Health and Pleasures. Presented to the executive team of A&W Restaurants, Vancouver, April 15, 2012.
 - Marketing et innovations pour rejoindre le consommateur au point de sélection. Conférence annuelle Conseil de la transformation alimentaire du Québec, Nov 24, 2011.
 - Panel organizer and leader: Marketing the many pleasures of chocolate. Presented at the conference “Valrhona, l’engagement pour le Goût”, Montreal, October 26, 2011.
 - Keynote address: Understanding Consumers' Food-Away-From-Home Choices: Bringing Health AND Pleasure to the Table, presented at the annual conference of the Canadian Association of Food Professionals, May 14, 2011.
 - Keynote address: Comprendre les choix alimentaires pour mieux différencier les produits du porc du Québec, presented at the annual assembly of the Quebec Federation of Porc Producers, June 11, 2010.
 - Keynote address: Innovation et choix alimentaires : D’où viendra la prochaine « grande idée»? Annual assembly of the Canadian Council of Grocery Distributors, Oct 14, 2009.
 - The Allure of Chocolate: motivational and leadership lessons from the world’s oldest chocolate houses. Presented to ARAMARK executives, May 29, 2007.
 - National spokesperson for the launch of Quaker Oat’s new Life with Chocolate Oat Crunch ready-to-eat cereal in the United States. February-April 2007. This engagement included a satellite media tour culminating in a full day of 38 coast-to-coast interviews reaching over 20 million viewers.

- Public relations consultant, national spokesperson and brand ambassador for Poulain Chocolate in Canada, 2006.
- Seminar: “Creating Pleasure-Added Food-borne Customer Experiences for Global Food Brands”, presented at Proctor & Gamble’s Clay Street Project, Cincinnati, July 11, 2006.
- Conceptualizing and Designing Educational Experiences, Presented at the Boeing Leadership Centre, 2003, 2004.

EMPLOYMENT HISTORY

Professor, Marketing (promoted to Full Professor June 1, 2020) 2000-present

John Molson School of Business, Concordia University, Montreal, Canada
 Hired 2000, tenured 2005. Created and taught a broad range of popular courses including Food Marketing and two award-winning courses: Marketing Yourself (with over 20,000 students between 2004 and 2017, **supervised a staff of 20 teaching assistants**), and the MBA course “Experience Design & Marketing”. Supervised and mentored many graduate students; served as Interim Academic Director of the Marketing Coop Program and on numerous departmental, faculty and university committees. Introduced various topics to the classroom including Design Thinking (2003), Eating Design (2011), Open Innovation (2013), and Regenerative Agriculture (2019); created and coached the MBA Speaker Series; organized/participated in numerous public lectures and media interviews.

Academic Director, John Molson Executive Centre 2024-

Consult and participate in course and program development, overseeing academic rigor and integrity.

Director, Case Publishing Initiative 2024-

Conducting workshops, managing the annual case writing competition, working with case authors.

Co-Director, Concordia Centre for Sensory Studies 2020-2024

Creating conditions that facilitate and support the ground-breaking research of a multidisciplinary team of faculty members and students across all faculties.

Co-Leader, Concordia Food Studies Working Group 2022-2024

Co-leading (with Prof. A. Zilberstein, History) the efforts of a group of food-focused faculty members and students who wish to mobilize the nexus of food research at Concordia, develop curriculum and research with the goal of creating more resilient, healthy, diverse, and equitable food systems. The group is part of the Centre for Interdisciplinary Studies for Society and Culture.

Director, Executive MBA 2014-2016

John Molson School of Business, Concordia University, Montreal, Canada
 As director of the oldest privatized Executive MBA program in Quebec (2nd oldest in Canada), I had **full P&L responsibilities** and led the implementation of a new curriculum. I was highly involved in managing marketing strategy as well as the application/recruitment process (which included creating a dynamic online presence for the program). Shortly after the end of my mandate, the program was ranked no. 2 in Canada by The Economist, and as a private program it is a strategic and critical revenue generator for the school.

Director, Luc Beaugard Centre of Excellence in Communication Research 04/2012-06/2017

John Molson School of Business, Concordia University, Montreal, Canada

This centre was created to honour the founder and CEO of NATIONAL Public Relations. As the centre's inaugural director, I was responsible for budgetary oversight, managing operations, creating and overseeing the award granting process, organizing regular public lectures with leading experts, and managing relationships with other faculties and key donors. This position expanded my expertise in strategic public relations and communications management.

Principal 1992-present

JL Consulting Services, Montreal, Canada

Offering counsel to domestic and international clients such as Gowling WLG, The BEL Group, Campell's Soup (U.S.), Agropur, Quaker Oats, Cadbury, Procter & Gamble, the Boeing Leadership Centre, Embry-Riddle University, Dieticians of Canada, Canadian Council of Grocery Distributors, and Danone Canada.

Associate Professor, Food & Beverage Management 2005-2008

School of Hotel Administration, Cornell University, Ithaca, NY, U.S.A.

Grew enrolment in the introductory foodservice management course by establishing links with other Cornell faculties; developed a senior-level course on gastronomy, a portion of which was purchased by a major multinational corporation.

Managing Editor 1994-1995

EAMAR, Montreal, Canada

Edited and translated proceedings of international symposium on food, published in French and in English ("Health and Pleasure at the Table: Contemporary Challenges in Food and Food Services").

Lecturer, Food & Beverage Marketing 1992-1994

Norwegian College of Hotel Management, Stavanger, Norway

Created and taught five different undergraduate courses; consulted on different projects at the Norwegian Institute of Gastronomy.

Assistant to Director & Restaurant Reviewer 1990-1992

Distinguished Restaurants of North America, Ithaca, NY, U.S.A.

Assisted Prof. Thomas J. Kelly in the development of evaluation criterion for program financed by American Express and Hiram Walker. Inspected more than 60 high-end restaurants across North America.

Positions in Foodservice and Hospitality Operations 1981-1992

Various positions in foodservice from dishwasher to executive chef (with purchasing and budget oversight responsibilities) in some of the most prestigious foodservice operations in Quebec (e.g., William Tell Swiss restaurant, Les Chenets, La Mère Michel, Manoir Rouville-Campbell, Corporation du Groupe La Laurentienne, etc.). Assistant to HR Manager, Montreal Four Seasons Hotel (1986).

EDUCATION

DUKE OF EDINBURGH'S COMMONWEALTH STUDY CONFERENCE	Participant, President's Council Forum, London (UK), April 27-28, 2023
MIT SLOAN	Online course on artificial intelligence and business strategy Successfully completed December 2017
COLLÈGE DES ADMINISTRATEURS DE SOCIÉTÉS, U. LAVAL	Certificate in corporate governance (June 2017) Maintaining continuing education credits (10 cr/year)
GOVERNOR GENERAL CANADIAN LEADERSHIP CONFERENCE	Participated in 2-week conference on leadership; Study tour: Nova Scotia (June 2012)
UNIVERSITÉ INTERNATIONALE D'ÉTÉ EN PÉDAGOGIE UNIVERSITAIRE	Week-long summer school on pedagogy in higher education; joint venture between Concordia U, U. of Bordeaux, and U. Laval (June 2012)
MCGILL UNIVERSITY	Ph.D., Business Administration (Sept 2000) Faculty of Management, Department of Marketing,
HÔTEL DIEU HOSPITAL (PARIS)	Intern, Unit 341 (Eating Behavior Laboratory within Endocrinology department, director: Dr France Bellisle) May- Sept. 1997
CORNELL UNIVERSITY	M.Sc., Marketing (August 1992) School of Hotel Administration
CORNELL UNIVERSITY	B.Sc., Foodservice Operations Management (June 1990) School of Hotel Administration
INSTITUT DE TOURISME ET D'HÔTELLERIE DU QUÉBEC	Associate Degree (3 yrs), Hospitality Management (May 1988)