

Curriculum Vitae : Maxime Bourbonnais

MBA RECHERCHE



MBA Recherche
1470 Peel Street, Suite 800
Montreal, Quebec,
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Presentation



President of MBA Recherche and UX Recherche, and with 2 decades of experience both as an industry leading market researcher and focus group moderator, Maxime is an active and recognized leader in his field.

As a formally trained psych-sociologist, and with clients spanning the entire spectrum of the business-to-business (B2B) and business-to-consumer (B2C) industries, including alcoholic beverages, cigarettes, food products, financial, public affairs, media and prints as well as medical and pharmaceutical, Maxime's experience and insight have made him one of the most respected practitioners of qualitative and quantitative research.

Always on the lookout for new trends and in order to meet the growing usability and user experiences needs of his clients, Maxime merged commercial and marketing imperatives with usability and user experience through a new hybrid methodology. This methodology offers solid recommendations based on qualitative and quantitative data aligning the stakes of the various organizational actors.

Maxime is a member in good standing of the Canadian Research Insights Council (CRIC), of the European Society for Opinion and Market Research (ESOMAR) as well as of the Insights Association. He is also highly involved in various industry initiatives, and was Chair of the MRIA's National Annual Conference held in Montreal in May 2009.

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Profile

Positions



President & General Manager: MBA Recherche 2000 – ongoing
President & General Manager: UX Recherche 2007 – ongoing

Formations



Psychosociology 1996 – 1999

Associations



CRIC

Canadian Research Insights Council

IA

Insights Association

ESOMAR

European Society for Opinion and Marketing Research

Skills



Market research	Consumer behavior
Social research	Consumer insight
Usability research	Brand equity
User experience research	Brand fidelity
Quantitative research	Brand positioning
Qualitative research	Corporate positioning
Online research	Market intelligence
Advertising research	Competitive insight
Research design	Segmentation
Questionnaire design	Social media measurement
Moderating	Operational processes
Ethnography	Industrial relations
Data analysis	

Extra



- Chair of the 2009 MRIA National Conference in Montreal
- Keynote speaker: Shoppers Marketing Forum 2015
- Invited Guest Speaker on Marketing Research: Bachelor of Commerce Program, McGill University, Montreal, 2012-2015

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Fields of expertise

Alcohol



beer, rum, vodka, wine, scotch, whisky, cider

Food



yogurt, soft drinks, margarine, milk, delicatessen, energy drinks, soups, snacks, vegetables, cheese, candies, chocolate, chewing gum, vegetable juice, butter, baby food, nutritional information

Insurances



residential, commercial, automobile, brokers, new services

Automobiles



new vehicles, advertising, tires, after sales services, roadside assistance services, luxury vehicles, motorcycles

Shipping



packages, delivery, post

Finances



loans, credit cards, credit margins, investments, benefits

Health



arthritis, depression, schizophrenia, hypertension, arrhythmia, atherosclerosis, auricular fibrillation, diabetes, impotence, VPH

Sports



soccer, hockey

Tobacco



cigarettes, counterfeit cigarettes, cigars

Telephony



cellular phones, smart phones, wireless services, promotions

Television



television channels, film rentals

Publication



science, history, online media

Retail



big box stores, office supplies, clothing, furniture, cookware

Travels



Transactional websites, visas, customs, Nexus

And many others!

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Clientele

Acura
Aeroplan
Agropur
Alexander Keith
AOL America
Royal Bank of Canada
Bauer
Becel
Budweiser
Cadbury
Canadian Bar Association
Captain Morgan
Centrale des syndicats du Québec (CSQ)
Chenelière Éducation
CIBC
Corona
CTV
Damon
Danone
Desjardins Groupe d'assurances générales
DuMaurier
Electrolux
Expédia
Fedex
Fido
Gardasil
Garden Cocktail
GM
Government of Canada
Government of Japan
Guronsan
Harley Davidson
Imperial Tobacco
Douglas Institute
Johnson & Johnson
Kraft
Labatt
Lexus
Marcelle
Matinée
Maynard's
MD Management
Michelob
Mobilier Philippe Dagenais
Molson
Molson Export
Natrell
Nike
Northern Hemisphere Initiative
On Star
Pepsi
Peter Jackson
Pfizer
Player's
Canada Post
Kentucky Fried Chicken
Rickard's
Rogers
Ronzoni
RX&D
Sanofi Canada
Schneider's
Shakedown
Smartones
Smirnoff Ice
Standard Life
Staples
Stella Artois
Stratos
Sunlight
Superclub Vidéotron
Target
Tefal
TEIG
Toyota
Universal
Ville de Montréal
Visa
Vogue
Wal-Mart
Wasabi
Weather Network & Météomédia

And many others!

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