

Leger appoints Sandie Sparkman as Vice President of Leger Metrics

MONTREAL, April 5, 2017 – Leger has appointed Sandie Sparkman to the position of Vice President, Leger Metrics. In that role, Sandie will lead Leger’s technological real-time solutions division. She will oversee all business development, client relations and strategic insights in Canada and the U.S.

Ms. Sparkman is a customer experience program specialist and has been in the technology field for over 25 years integrating solutions designed for different industries, particularly retail. She joined Leger in 2013 and was responsible for strategic account sales across Canada and the U.S.

Leger Metrics’ suite of solutions measures customer experience in real-time across all touchpoints including on-site, mobile and website experiences, providing its clients an instant feedback interactive dashboard. Jean-Marc Léger, President of Leger added, « Sandie is one of the few who can leverage the right technological solutions to deliver actionable insights designed to fit the needs of different industries ».

Leger is the largest Canadian-owned market research and polling firm with over 400 employees in 7 offices located in Canada and the United States. Leger owns **Leger Metrics**, the real-time VOC solution, **Legerweb**, the largest Canadian online panel with over 400,000 members, and is the exclusive Canadian partner of **Fuel**, the online community platform powered by the Californian technology company Passenger. Visit leger360.com for more information.