

Jordan L. LeBel, Ph.D.



Jordan LeBel is an Associate Professor in the department of marketing at the John Molson School of Business (Concordia University) in Montreal where he teaches *Food Marketing* and *Experience Design and Marketing*. He is the director of the Luc Beaugard Center of Excellence in Communications Research. He draws from his past in the foodservice industry as a chef and restaurant inspector for inspiration for his research, which focuses on the role and definition of pleasure in consumers' food choices. His work on comfort foods and chocolate has received widespread media coverage. His knowledge of chocolate has given him access to cocoa plantations and chocolate factories around the world. He has also consulted for multinationals and smaller organizations in the confectionary and foodservice sector. Professor LeBel is a founding

member of Concordia's Food Culture Research Group and he is a member of the Concordia Centre for Sensory Studies. He writes the branded column "Parlons plaisirS" for Le Must, an independent French consumer-focused food and lifestyle magazine in Quebec. He is the co-spokesperson and head of the jury for the newly created DUX award program recognizing the food industry's efforts to move towards a healthier food supply. He has consulted on the development of national and local communication campaigns for food manufacturers both in Canada and in the United States. He previously taught restaurant management at the School of Hotel Administration at Cornell University. He has won numerous teaching awards, including the prestigious 3M National Teaching Fellowship. He co-developed and teaches the award-winning online course "Marketing Yourself." He was a participant in the 2012 Governor General Canadian Leadership Conference. He currently serves as Vice-President of the Board of Directors of Youth Employment Services, a Montreal-based non-profit organization that each year helps over 4,500 young people find employment and launch their career.