

Summary professional experience

- Worked in market research for over 40 years in the private business sector.
- Worked 10 years for an international market research firm and Canadian large bank.
- Founded, developed and ran his own market research consulting firm for over 30 years in the banking and retail business industries.
- Worked in the health care sector in psychotherapy for 10 years.
- Closed Pethel Consultants inc to retire in 2023.

Detailed professional experience

Market research consultant

- Assisted business managers, operators, and developers in understanding their market and customer base to enable well-informed decisions.
- Performed market studies to measure trends, analyse competitors, and evaluate opportunities across various industries, including banks, grocery stores, food distributors, restaurants, drugstores, petroleum companies, diesel cardlocks, gas stations, hardware stores, hotels, health spas, health practitioners, and attraction parks.
- Conducted market research for small, medium, and large companies such as National Bank, Petro-Canada, Sobeys, Global Fuel, Ultramar, Circle K, Shell, Metro, Parkland, Crevier, Eko, Benny&Co., Van Houtte Bistro, Sesame, and more.
- Planned research data, designed and executed studies, analysed findings, authored reports, and developed actionable recommendations.
- Carried out market research to implement strategies that enhance and optimise point-of-sale networks within the banking and retail sectors.
- Generated multiple studies and market analyses to support clients during public hearings or legal disputes involving their commercial projects.
- Managed customer service operations and business accounts.
- Supervised recruitment, onboarding, and training of staff.

Market research – Section head manager, project manager, research analyst

- Directed market research for strategic planning and rollout of National Bank branches in Canada and the US.
- Led retail sales target modeling across all Canadian branches.
- Supervised IT operations for the marketing information system (MIS).
- Oversaw GIS system deployment within the marketing department.
- Managed budget planning for market research studies.
- Handled recruitment, hiring, and training for MIS-GIS staff.

Market research analyst

- Conducted comprehensive analysis of consumer sales data for major pharmaceutical and food companies (including Schering, Gillette, Squibb, Abbott, Culinar, Catelli, and Kraft).
- Performed in-depth research and market trend analyses within the Canadian pharmaceutical and food industries on behalf of the federal government.
- Developed and delivered data-driven presentations to client account managers, effectively communicating analytical findings.
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Psychotherapist – Body psychotherapy

- Provided support to clients facing psychological and emotional challenges, aiding them in overcoming obstacles, regaining well-being, and making constructive life changes.
- Worked in a clinical setting, welcoming adult male and female clients.
- Served as a therapist for groups of violent men at a non-profit organization.
- Supervised student interns at the Quebec school for professional psychotherapist training (École québécoise de formation de psychothérapeutes professionnels).

Professional employment history

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| Pethel Consultants inc President - consultant | 1993-2023 |
| Psychotherapist – clinical practice (Montreal, Longueuil) | 1997-2006 |
| National Bank of Canada (marketing department) MIS-GIS manager, Market research manager | 1986-1993 |
| A.C. Nielsen of Canada Market research analyst | 1983-1981 |

Education

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| McGill University Bachelor of Commerce – marketing | 1984 |
| École Québécoise de formation de psychothérapeutes professionnels Internship | 1997-1999 |
| Body psychotherapy diploma | 1999 |
| (Member of the SQPP) | 2001-2006 |