

# 2020 IFIC ANNUAL LEADERSHIP CONFERENCE

## LESLI MARTIN

Vice President

Pollara Strategic Insights

A 20-year research veteran, Lesli leads Pollara's consumer insights and financial services divisions as well as our health affairs and reputation specialty practices.



With a client portfolio that encompasses every sector, she specializes in discovering the belief and motivational systems at the root of each relevant audience and illuminating the message themes that will provoke and inspire these targets, influencers, and stakeholders.

Prior to joining Pollara, Lesli was a senior researcher and account lead at Leger and comScore, and led research departments at Sears, Cossette, and Great Gulf Homes. She has authored research-based articles in peer-reviewed medical journals such as Healthcare Quarterly, and her research has appeared in most Canadian newspapers as well as Marketing Magazine. Lesli holds a BA in Business Communication from Brock University.



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