



Steve Mossop

Steve Mossop is an accomplished speaker and media personality and has been public speaking for 20+ years on a variety of social, economic, consumer and political trends in front of audiences all over North America. The foundation of his content is the hundreds of thousands of public opinion surveys he has conducted over a lifetime (40 years) spent in the marketing research industry.

Steve has publicly released 1000+ different opinion polls on everything from politics, economic confidence, support or opposition to various environmental, social and economic policy issues, consumer & shopper trends, social media habits, healthcare issues, tariffs and trade wars, and AI trends. He has correctly predicted the outcomes of over 25 elections over his career.

Steve's presentation style is open, casual, entertaining and is full of story-telling examples to help captivate the audience and deliver content that is backed-up factually by a multitude of up-to-date public opinion polls that are custom-tailored to the audience he is speaking to.

As Executive Vice President of Western Canada for Leger, he leads a team of 40+ researchers in BC and Alberta serving public and private sector clients with full-service market research solutions. Leger is Canada's largest and best-known public opinion polling firm. Before this, Steve was president of Insights West who Leger acquired in late 2021, that offered insights-driven solutions via leading-edge tools and normative databases and a large consumer panel. Insights West had 15+ employees and \$3M+ in billings annually in the 10 years it operated. Prior to this, Steve was at Ipsos for 17 years managing 30+ client service staff in multiple cities after starting his career at the Angus Reid Group and TNS in earlier years.

His accomplishments include winning Leger's office of the year award in 2022, launching Insights West to be the fastest growing BC market research company, winning Business in Vancouver's "Top 40 Under 40" award in 2006, and winning BCAMA's 2001 Marketer of the Year Award. Steve was chair of the BCAMA's Senior Executive Program for 4 years and was an active member of Vancouver EO for 5 years.

Steve is a frequent public speaker and media personality in British Columbia making regular appearances on a wide variety of media outlets as the spokesperson for Leger and in the past for Insights West and Ipsos. Steve holds a BBA degree from Simon Fraser University with a concentration in Marketing.