



Biographical notes

Marc-André Chagnon

Co-founder and associate, Kannibalen Records

Armed with a Bachelor's degree in economics (BAH) from Queen's University and a Master's in Administration – International Business (M.Sc.) from HEC Montréal, Marc-André Chagnon has put his interest in the creative economy and new technologies to use in forging a surprising career path that has been rich in experiences.

At the beginning of his career, Marc-André immersed himself in the world of startups at the Montreal-based marketing automation software provider Whatsnexe. Moving easily from content management to media buys to the creation of cross-channel marketing campaigns, he honed a unique expertise in marketing strategies and technologies.

In 2014, Marc-André made the leap into a full-time commitment to his Montreal-based electronic music trio BTSM. Since then, the band has performed in hundreds of shows on the international scene, and its influence is growing steadily. With its new album "Welcome To Our Church" and more than 20 other original compositions, the band's music has received over 10 million plays online.

In addition to BTSM, Marc-André and his fellow band members have created a music label and artists management company that is internationally recognized in the area of electronic music. Thanks to the power of social media, the company and its artists perform in over 350 shows and festivals, in addition to signing agreements for several Hollywood films and large-scale promotional campaigns (for Adidas, Netflix, Marvel, Budweiser, Microsoft, HBO, MTV, UFC and more).

Marc-André's personal interest in social issues, especially their evolution in the digital age, led him to join the Board of Directors of the Lucie and André Chagnon Foundation in 2016.