



## Professional Profile - Jean Castonguay

### President and CEO – CogniSens Inc.

With more than 30 years experience as a corporate lawyer and as an entrepreneur, Jean has managed international law and business consulting practices and since 1998 he has held senior management positions in start-up and high-growth companies spanning the life science, technology and manufacturing sectors.

Jean holds two degrees from McGill University in Montreal, Quebec: a Bachelor of Commerce (BComm), with major Finance and International business and a Bachelor of Civil Laws (BCL). Jean is a member of the Bar of the Province of Quebec, Canada since 1983 and has been a member of reputable Montreal firms Lavery deBilly, Clark Woods, Borden Ladner Gervais and Sproule Castonguay Pollack. Jean was senior partner and head of the Corporate and Business law department of Sproule Castonguay Pollack from 1991 to 1999 and managing partner from 1993 to 1998.

In 2009, Jean co-founded CogniSens Inc. with Professor Jocelyn Faubert, and is now acting as its Chairman of the Board, President and CEO. CogniSens is a privately-owned Canadian neuroscience company based in Montreal, Quebec, Canada that specializes in measuring, identifying and improving cognitive function. It is developing and commercializing technologies acquired from the Visual psychophysics and perception laboratory of the University de Montréal, directed by Prof Faubert. Jean is co-inventor on numerous CogniSens patents.

Jean is Executive Director and co-founder with Professor Faubert, of the CogniSens Applied Research Centre, a not-for-profit organization with the mission to create market awareness and support third party development of new applications of CogniSens technologies in new markets.

In 2011, Jean was granted the Genesis award for Entrepreneurship and jointly with Professor Jocelyn Faubert, Jean was awarded the prestigious ADRIQ-NSERC award for technological transfer from the public to the private sector.

In 2015, Jean was appointed by the National Defence Industry Association (NDIA) to be its representative to the US Department of Defence Drafting Working Group, mandated to draft the requirements for the Human Systems Integration Human Performance Level. Since 2014, Jean also holds the ongoing position as co-chairman (representing industry) of the Protection, Sustainment and Warfighter Performance subsection of the NDIA Human Systems conference.

Jean currently has and has had numerous speaking engagements relating to technological innovation in the fields of learning, sport and military performance.

## **SPEAKING ENGAGEMENTS**

- Training 2017 Conference & Expo: The Future Forum, San Diego, CA, US (2017)
- Innovations in Training Conference: Orlando, FL (2016)
- National Defense Industry Association - Human Systems Integration Conference – Alexandria, Virginia, US (2015, 2016, 2017)
- Canadian and Quebec Trade Forums – International Medical Device Exhibition – Shanghai, China (2016)
- US Army Training and Doctrine Command Mad Scientist Conference – Fort Leavenworth, Leavenworth, Kansas, US (2015)
- US Department of Defense Human Factors Engineering Technical Advisory Group Conference – Orlando, Florida, US (2015)
- Conférence Entretiens Jacques Cartier - Montreal, Canada (2014)
- Eureka Innovation Conference – Basel - Switzerland (2014)
- United States Marine Corps Forces Special Operations Command Medical Conference – Camp Lejeune, Jacksonville, North Carolina, US (2013)
- EON Forum, Sports Innovation, Irvine, California, USA (2013)
- The Dutch Association of Optometrists Conference – Herten, Netherlands (2013)
- British Association of Sport & Exercise Medicine Conference – Tatenhill, Burton upon Trent, UK (2013)
- International Forum Innovative Technologies in Hockey – St Petersburg, Russia (2012)
- Manchester United Tour (FORUM: Manchester United FC, New England Patriots & Vancouver Canucks – Foxborough, Massachusetts, US (2011)
- Canada Barbados Association lecturer in International corporate structures - Toronto, Canada (1998)

## **QUEBEC GOVERNMENT TRADE MISSIONS**

- Quebec Export China Mission (Beijing /Shanghai) (2016)
- L'Activité Médicale de Texas (Houston) with Dominique Anglade, Quebec Minister of Economic Development, Innovation and Trade (2016)
- L'Activité Médicale de Floride (Orlando) (2015)
- Quebec Export China Mission (Beijing/Shanghai) with Philippe Couillard, Premier of the Province of Quebec (2014)

## PERSONAL STATUS

Citizenship: Canadian

Languages spoken and written: French and English

## SKILLS AND ENDORSEMENTS (247 Linked In endorsements)

Start-ups, Entrepreneurship, Business strategy, Strategic planning, Strategic partnerships, Marketing strategy, Strategy, Business development, Venture capital, Business planning, Corporate development, Social media, New business development, Management, Competitive analysis, Product management, Product marketing, Online marketing, Project management, Investments, Mergers and acquisitions, Leadership, Executive management, Marketing, Product development, Management consulting, Corporate structure, Contract negotiation, International business, E-commerce, Market research, Angel investing, Software as a service (SaaS), Social media marketing, Funding, Corporate law, Online advertising, B2B, Mobile marketing, Customer relationship management (CRM), Search engine optimization (SEO), Mobile devices, Analytics, Marketing communications, Litigation strategy.

## INTERESTS

Consulting - Business innovation and creative strategy, scuba diving (Master Scuba Diver - 2006), motorcycle riding (BMW Offroad certified – Level 1), downhill skiing, swimming, cross country skiing, golf, wine tasting & collecting, reading, history, travel and cooking.