

## Bio of Layton Dorey

Professionally, Layton's primary career has been in market research. He currently leads the North American business for Verve ([www.addverve.com](http://www.addverve.com)). He has vast experience with both qualitative and quantitative methodologies in all their forms and has himself invented innovative new approaches to research leveraging aspects of both. He has also led innovations in brand, customer journeys, CX, diversity and product development research. Much of his career has focused on advanced product development and other work in the automotive industry. He also has extensive experience with financial services, FMCG, HBA, regulated utilities, and the charitable sector.

Layton has also been an entrepreneur, starting eight different businesses in a range of sectors over his career. He has also long been active in his community, serving on many boards including Chebucto Community Development Assoc. (Board Chair), Live Art Dance Productions (Board Chair), Neptune Theatre (Development Chair), Investment Property Owners Assoc of NS (government relations) and leading both provincial and federal partisan riding associations.

He has spoken widely on research and social policy at industry events and in public (including regular and recurring roles with broadcast media on radio and TV). In 2012 he was honoured by a Queen Elizabeth II Diamond Jubilee medal for "contributions to Canada" and in 2017 he was honoured with the Market Research Insights Association annual Award of Excellence for his qualitative work.

Layton has been living in condominium apartments since 2006. In addition to making his primary home at HCCC#11, where he also serves on the board of directors, he owns several other units in various buildings across HRM as rental properties. He served as the first president of the board of Toronto Standard Condominium Corp. 2392 ("The Gooderham").