

Jean Philippe Bouchard

Vice-President, Mobility & Consumer Research at International Data Corporation (IDC)

Toronto, ON, CA

Leads the Mobility & Consumer research group at IDC Canada

Biography

Jean Philippe (JP) Bouchard is Vice-President, Mobility and Consumer Research, Canada. In this role, JP is responsible for leading the team of analysts delivering Trackers, CIS and custom research in the Mobility and Consumer group, which includes mobile phones, PCs, tablets, hard copy peripherals, 3D printing, wearables, AR-VR and consumer services.

Prior to this role, JP was the Research Director for the Worldwide Tablets program at IDC. JP has spent the past twenty years working in the mobile and computing fields, with experiences at carrier, vendor and industry analyst levels. His areas of expertise include modeling and market forecasting, distribution channels, mobile device and platforms, go to market strategies, strategic marketing and product management. Bilingual, Jean Philippe holds a master's degree in Applied Econometrics and Labor Economics from Universite de Montreal, Canada.

Areas of Expertise

Tablets, Mobile Phones, Wearables, Forecasting & modeling, Strategic Marketing

Associated IDC Services

Canadian Quarterly Mobile Device Tracker, Canadian Mobile Consumer and Connected Life, Canadian Quarterly Wearable Device Tracker, Canadian Quarterly Hardcopy Peripherals Tracker, Canadian Quarterly Large Format Printer Tracker, Canadian Quarterly Personal Computing Device Tracker, Canadian Enterprise Devices: A New Reality

Event Appearances

AR/VR & Ambient Computing: Charting the Impact on Business

IDC Directions 2017 Canada

Education

Universite de Montreal

Masters Applied Econometrics and Labor Economics

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