

PIERRE LOYER

Career and Personal Paths

Pierre Loyer is a lawyer and member of the Quebec Bar. For over 25 years, he held upper management positions in human resources management and development in large Quebec corporations. Throughout his career, he developed solid expertise in labour and employment law and in work relations. He negotiated over 150 collective agreements and was responsible for the legal affairs and work relations of major Quebec construction sites. His legal advice, opinions on human resources management and development, and corporate interventions are sought by decision-makers and administrators. Mr. Loyer has been a chronicler and has written books about work relations in construction. He has also designed and given several training programs disseminated through distance university (Téluq), in addition to being a lecturer at several events. Recently, he produced and wrote several video vignettes on due diligence, incompetence, and indiscipline, as well as the best hiring practices.

Why I Became an Entrepreneur or Administrator

I am an entrepreneur in my soul and interested in business development and in the challenges faced by entrepreneurs. In 2011, I decided to leave the private business to found my own law firm in Estrie. Its reach has extended across Quebec.

Why I Am a Mentor

Given my involvement with young university students and with entrepreneurs in the region, and my awareness of their value, I would like to share with them my own experiences in terms of starting up a business and to provide them with the tools and advice that will foster their development and growth.

My Guiding Values

The values that characterize all of my actions are rigour, transparency, respect, integrity, and creativity as a path to solutions.

My Passions and Interests

Reading, sports, and good wines.