JORDAN LEBEL, who began working in kitchens when he was 12 years old, was destined to be a chef. But his parents weren’t so sure. They persuaded him to take a hospitality management course instead, putting him on a career track that would include restaurant reviewing, author, and a renowned chocolate expert who colleagues and students call Dr. Chocolate.

Now LeBel, 44, teaches Concordia’s highly popular, one-of-a-kind food marketing class, where he shares his passion with students. It’s his enthusiasm for his subject—consumer psychology and the pleasure of food—that lands him in the company of some of the highest pass rates on professional exams and are sought after in the world of marketing. “I learn as much from the students as they do from me. When you approach it like that, a certain magic sets in,” LeBel says. “It’s very easy to let teaching become something you have to do, but I look it at it the other way,” he says. “I learn as much from the students as they do from me. When you approach it like that, a certain magic sets in.”

LeBel also tries to maintain an innovative approach toward class assignments, balancing the necessary exams with more practical and engaging activities. For the past few years he has assigned a term-long project that concludes with marketing presentations to executives from Canadian food companies. These are among some of LeBel’s proudest moments.

“Last semester I had tears. A few of the teams just hit the nail on the head. I’d put their presentations against any marketing agencies in Montreal or Canada.”

It’s his past professors for inspiring a love of teaching, and his students for challenging him to improve every day. “It makes me feel like I must be doing something right. I am ecstatic and quite humbled to join in the ranks.”

RYAN MALLOUGH

“Last semester I had tears. A few of the teams just hit the nail on the head. I’d put their presentations against any marketing agencies in Montreal or Canada.”