



Biographical notes

Marc-André Chagnon

Co-founder and Partner, Kannibalen Records

Marc-André graduated from Queen’s University with a bachelor’s degree in economics and went on to complete a master’s degree in international business at HEC Montreal. He has an unconventional background that combines business acumen, creativity, and an interest in technology.

After his studies, he decided to follow his passions for music and entrepreneurship by co-founding the band Black Tiger Sex Machine. Some 15 years later, the group has amassed a huge following of loyal fans, performed all over the globe—including appearances at the biggest international music festivals—and become one of the most internationally famous Canadian electronic music groups.

Alongside their stage career, Marc-André and his partners founded the music label and artist management company Kannibalen Records, which focuses on streaming and social media. Together with their team, they have been instrumental in the success of world-renowned artists such as Apashe, Dabin, and Kai Wachi. Altogether, they have performed in over 1,500 international shows and have racked up a billion streams. The collective’s music has also been featured in content and advertisements by companies such as Apple, Disney, Microsoft, Adidas, Samsung, Budweiser, the NBA, Netflix, HBO, and many others.

In 2016, Marc-André decided to start getting involved in his family’s projects. He first joined the board of directors of the Lucie and André Chagnon Foundation. Then, in 2018, he co-founded Lucilab with his grandfather André and became its president. The organization is developing a digital platform and prevention service to encourage Canadians to adopt and maintain healthy lifestyle habits. He has also been a member of the Lucie and André Chagnon Foundation’s investment committee since 2022.

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