

Jean-François Bérard**Founder, Part-Owner and Chief Allied Health Officer****Pure Lifestyle**

Jean-François Bérard is the Founder, part-owner, and Chief Allied Health Officer at Pure Lifestyle, a multidisciplinary health and wellness clinic in Winnipeg. A graduate of the University of Manitoba's Physiotherapy program in 2008, Jean-François launched his own practice immediately upon graduation, demonstrating a strong entrepreneurial spirit and commitment to advancing patient care. He later became a certified Clinical Exercise Physiologist, further expanding his expertise in functional rehabilitation.

In 2012, he earned a Master of Clinical Science in Advanced Healthcare Practice from the University of Western Ontario and achieved Fellowship status with the Canadian Academy of Manipulative Physiotherapists (FCAMPT), a distinction that reflects advanced clinical training and excellence in manual therapy.

Jean-François has been a passionate advocate for knowledge sharing and professional development throughout his career. He has served as a guest lecturer at the University of Manitoba's College of Rehabilitation Sciences, presented at numerous local, national, and international conferences, and contributed as a learning facilitator with the Coaching Association of Canada.

His contributions to the field have been recognized with major awards from the Manitoba Physiotherapy Association in both 2013 and 2017.

Since founding his practice, Jean-François has been a driving force in the development of occupational rehabilitation and return-to-work programs. Under his leadership, Pure Lifestyle has grown into a trusted provider of injury prevention and rehabilitation services for leading insurance companies and corporate partners. His work continues to bridge the gap between clinical excellence and workplace health, helping organizations foster safer, more resilient workforces.