



Jen Leger, Co-founder

Jen Leger is the co-founder of QUBER. QUBER is an app designed to guide and maintain people on their money saving journey. It takes a values based approach to help people be more mindful about spending and intentional about saving. QUBER uses the same behavioural science used to make us buy, to motivate saving. It offers a community of like minded individuals, gamification and rewards along the way to make it easy for users to regain control of their personal finances and achieve goals.

Leger is a thought leader with over 15 years combined experience in leading-edge technology for the gaming, health, and finance industries. Her industry experience, vast network of industry and academic experts, along with her keen interest in behavioural economics and customer experience has helped shape the design and development of the QUBER platform.

“Our mission is to improve financial stability for workers across North America, regardless of their level of financial literacy or income. Our gamified platform makes saving money fun and easy for everyone.”

Leger is a regular discussion panelist providing thought leadership on how QUBER financial technology is helping people break the debt cycle and save money. A mother of two, she herself has been an avid user of QUBER for many years and credits the app for helping create a financially stable life for her family. Leger holds a Bachelors of Computer Science from the University of New Brunswick.

QUBER is winner of a CBC Viewer’s Choice Award at the NBIF Breakthru competition and was one of four companies selected to participate in the inaugural Innovate Financial Health accelerator (2019).