

Darrell Bricker

Chief Executive Officer, Ipsos Public Affairs, Ipsos-Reid



Darrell Bricker is Chief Executive Officer, Ipsos Public Affairs. Ipsos Public Affairs conducts corporate reputation and social research around the world. The company, a Division of Ipsos, the world's second largest market research firm, has offices in 25 countries and a staff of 700 research professionals.

Located in Toronto, Darrell has a long history in social and corporate reputation research, as well as research for political campaigns. Prior to joining Ipsos Public Affairs in 1990, Darrell was Director of Public Opinion Research in the Office of Canada's Prime Minister. He also worked as a research consultant with firms in Ottawa and Toronto.

Dr. Bricker holds a PhD in Political Science from Carleton University in Ottawa, and a BA and MA from Wilfrid Laurier University in Waterloo.

Long recognized as a leader in his field, Darrell is a past Social Science and Humanities Research Council Doctoral Fellow. He's also an active member of the American Association of Public Opinion research, ESOMAR, and Canada's MRIA, where he was on the keynote panel for their 50th anniversary conference.

Darrell is a prolific author: his academic articles have been published and republished over the past 20 years. His latest book (with John Wright), "Canuckology", published by HarperCollins in September 2010, is a national bestseller. As are all of his previous books: "We Know What You're Thinking" (with John Wright, Harper Collins, 2009), "What Canadians Think About Almost Everything" (with John Wright, Doubleday, 2005), and "Searching for Certainty: Inside the New Canadian Mindset" (with Ed Greenspon, Doubleday, 2001).

Dr. Bricker also appears frequently in the media as a commentator on political, social and business issues. And, he speaks regularly at industry, government and academic conferences.

Darrell is a passionate supporter of Canada's military. He currently serves, by Ministerial appointment, as the Honorary Colonel of The Queen's York Rangers, Canada's most historic Regiment. And, he is a proud member of Canada Company, an organization that raises funds to support the families of Canada's soldiers. Darrell is also on the Campaign Cabinet for Fort York, Toronto's oldest military facility. In recognition of Darrell's contributions to Canada's military, he has received a commendation from the head of Canada's Army.