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John Wright is Senior Vice President and Managing Director of the Ipsos Public Opinion Polling Division and has been their media polling partner architect and spokesperson since he arrived at the company in 1989. At \$1.6 Billion annually, Ipsos is the second largest market and opinion research company in the world. In the 1980's he was Vice President with an advertising and public relations firm and served in both the political and corporate worlds in government relations. In all, he's worked for almost 30 years on Public Affairs assignments for clients of every dimension—21 of those in public opinion research.

John has his own radio show on NewsTalk 1010 with one of the top political commentary panels in the country, has co-hosted Canada's business news network's (BNN's) daily market closing show *SqueezePlay*, has appeared on every major news channel—from CNN to Al Jazeera—and been quoted, literally, everywhere in print around the world.

His “outside of work” activities are diverse and extensive: he is the Honourary Lieutenant-Colonel of The Canadian Forces Ontario Regiment, Royal Canadian Armoured Corps, receiving the Commander Land Force Command Commendation in 2010 for his outstanding support of the Canadian Military, and is on boards of the Hincks Dellcrest Children's Mental Health Centre, the Canadian Journalism Foundation, The Canada Institute at the Woodrow Wilson Center for Scholars in Washington and Canada Company and Cancer Care Ontario.

An Arbor award recipient from the University of Toronto, and former Ontario Legislature Intern, he's previously been a founder and now lifetime member of the Public Affairs Association of Canada, Vice Chair of the Institute for Clinical Evaluative Studies, and member of the board for a diverse range of organizations -- from Clarica Life Insurance to Alzheimer's, from Heart & Stroke to the Empire Club of Canada, and from the Global Business and Economic Roundtable on Addiction and Mental Health to the Association for the Defence of the Wrongly Convicted and the Historica-Dominion Institute.

And in his free time, he's co-authored three national best-selling books with colleague Darrell Bricker: *What Canadians Think About Almost Everything* (2005), *We Know What You're Thinking* (2009) and *Canuckology* (2010).

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