



Ipsos Public Affairs



Dr. Darrell Bricker

Chief Executive Officer

Ipsos Global Public Affairs

Ipsos' Public Affairs has offices in 30+ countries and a staff of 600 research professionals. It is the world's leading social and corporate reputation research firm.

Ipsos Public Affairs is part of Paris-based Ipsos which is the 3rd largest market research company in the world.

Prior to joining Ipsos in 1990, Dr. Bricker was Director of Research in the office of Canada's Prime Minister. He was also a research consultant with firms in Ottawa and Toronto.

Dr. Bricker holds a Ph.D. in Political Science from Carleton University (where he was a Social Science and Humanities Research Council Doctoral Fellow), and a BA and MA from Wilfrid Laurier University. He has also been awarded an Honorary Doctor of Laws Degree by Wilfrid Laurier University, which named him one of their top 100 graduates in the last 100 years.

Darrell is a prolific author. He's written five national bestselling books, [Searching for Certainty: Inside the New Canadian Mindset](#) (with Ed Greenspon - Doubleday, 2002), [What Canadians Think About Almost Everything](#) (with John Wright – Doubleday, 2005), [We Know What You're Thinking](#) (with John Wright - Harper Collins, 2009), [Canuckology](#) (with John Wright - Harper Collins, 2011), and [The Big Shift](#) (with John Ibbitson - Harper Collins, 2013).

Dr. Bricker is a popular public speaker who regularly engages with audiences around the world. He is interviewed frequently in the media, appearing on CNN, the BBC, Bloomberg, and Al Jazeera, as well as on all of Canada's major television and radio networks. He's written articles for publications as diverse as Canada's Globe and Mail and France's Le Monde.

Darrell is a passionate supporter of Canada's men and women in uniform. He serves by appointment of the Minister of National Defence as the Honorary Colonel of the Queen's York Rangers, Canada's oldest army reserve regiment. For his volunteer work with the military he has received a commendation from the Commander of the Army, a commendation from the Admiral of the Navy, and has been awarded the Diamond Jubilee Medal by Canada's Governor General.

Darrell lives in Toronto with his wife Nina and daughter Emily.