



## **John Wright**

John Wright is Senior Vice President of the Canadian Public Affairs component of Ipsos-Reid—Canada’s largest market research and public opinion firm. The company is part of Ipsos-- the third largest market and opinion research firm in the world with annual billings of \$1.4 Billion.

In addition to his client work involving public affairs research, John has been the lead media spokesperson for the company for since 1990 on politics, policy and consumer trends. He also hosts a weekly radio show for Canada’s largest *News Talk* station, Toronto’s CFRB, called *Your Opinion Counts*, and has been a regular Co-Host on BNN-TV’s *Squeeze Play*.

He is also Co-Author of the best seller “What Canadians Think...About Almost Everything” (Random House, with 35,000 copies sold).

A graduate of the University of Toronto, John was an Ontario Parliamentary Intern and an Executive Assistant to a provincial cabinet minister. His almost 25 years in public affairs have included positions as Senior Coordinator of Government Relations for Manufacturers Life, Vice President of Camp Associates Advertising, and Executive Vice President of Advance Planning and Communications Limited.

He is currently a member of the advisory Board’s of the Dominion Institute of Canada, and Cancer Care Ontario and is Vice Chair of the Institute for Clinical Evaluative Sciences (ICES). He also serves on the Boards of the Canada Institute at the Woodrow Wilson Center for Scholars, the Hincks Dellcrest Centre, and is a member of the Canadian Health Policy Implementation Initiative (CHPII).

John is a recipient of the Arbor Award for outstanding volunteer service to the University of Toronto, a founding Director, Past President and “*Life Member*” of the Public Affairs Association of Canada, an author of the Carswell *Public Affairs Handbook*, and he shared in the International Association of Business Communicators’ *Jake Wittmer Awards* in 1995 with the Canadian Institute of Chartered Accountants and in 1997 with the Royal Bank Financial Group for outstanding research for communications programs. John has served previously on the Board’s of Directors of Clarica Life Insurance Company of Canada from 1999 to 2002, Alegro Healthcare Inc. from 2001 to 2005, and the Alzheimer Society Canada from 2001 to 2006. John has also served previously on the Boards of the Heart & Stroke Foundation of Ontario, Diabetes Canada (Ontario Division), The Empire Club of Canada and the Association for the Defence of the Wrongly Convicted.