



[David Pullara](#) is a senior business leader with over 20 years of diverse experience in business management, brand strategy, integrated marketing communications, and product innovation. He's spent 12 years of his career to date working with four world-renowned, consumer-centric, Fortune 500 organizations: Starbucks, Yum! Brands (Pizza Hut), Coca-Cola, and Google.

In his most recent corporate role, David served as the Chief Marketing Officer for the Hill Street Beverage Company (TSXV: HILL), a publicly-traded producer of alcohol-free adult beverages.

David earned his Honors BBA (marketing) and MBA (strategic management, international business) from the Schulich School of Business at York University. He's also successfully completed numerous certificate courses, including "Disney's Approach to Leadership Excellence" (Disney Institute), "Disruptive Strategy" (Harvard Business School Online), "Insights for Innovation" (IDEO U), and "Influencer Marketing Strategy" (Rutgers University).

David is recognized as a Chartered Marketer by the Canadian Marketing Association (CMA). He serves as an advisor to two technology start-ups ([LeapGrad](#) and [Spiffy](#)), an Advisory Council member for the American Marketing Association's Toronto Chapter, and a member of the CMA's Customer Experience Council.

David is currently consulting, advising, teaching and facilitating, speaking, and writing through his work as Principal of [dp Ventures](#). He also serves as a part-time [marketing instructor](#) for the Schulich School of Business at York University, teaching undergraduate and MBA courses in Strategic Marketing Communications and Retail Marketing Strategies.

David is a [regular contributor](#) to The Message, a trade publication for the Canadian marketing industry. He also shares his thinking regularly via his blog, which you can subscribe to at [dpthoughts.ca](#).