



[David Pullara](#) is the Principal of [dp Ventures](#), a firm offering consulting, advising, training, and fractional CMO services to businesses that want to accelerate their growth through effective marketing.

David has over 25 years of experience in business management, brand strategy, integrated marketing communications, and product innovation. He's spent over a decade working with world-renowned, consumer-centric, Fortune 500 organizations like Starbucks, Yum! Brands, Coca-Cola, and Google.

David was recognized as a RETHINK RETAIL [Top Retail Expert](#) in 2025. He serves on the American Marketing Association's Toronto Chapter Advisory Council and the Harvard Business Publishing Educator Advisory Team. He is also a registered member of Mensa Canada.

David earned both his Honors BBA and MBA from York University's Schulich School of Business, where he now serves as a part-time Marketing Instructor and teaches a "Retail Marketing Strategies" course to undergraduate, Master of Marketing, and MBA students.

David is the author of [Tom Talent and the Terrible, Horrible, No-Good, Very Bad Recruitment Process](#), a book written to help talent acquisition professionals, hiring managers, and business leaders see their recruitment processes from a candidate's point of view, present the findings of a survey that highlight why businesses should fix their broken recruitment processes, and provide actionable recommendations businesses can implement to win the war for talent. He is also the author of a children's storybook titled [Don't Let the Crocodiles Fight!](#)

David shares his thoughts on brand, marketing, retail, leadership, and more regularly on his blog, which you can find at [dpthoughts.ca](#).