



[David Pullara](#) is a senior business leader with over 20 years of diverse experience in marketing strategy, brand management, 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: BEER), 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 multiple certificate courses, including "Disney's Approach to Leadership Excellence" (Disney Institute), "Disruptive Strategy" (Harvard Business School Online), and "Insights for Innovation" (IDEO U).

David is recognized as a Chartered Marketer by the Canadian Marketing Association (CMA). He serves as an advisor to two technology start-ups and on the Advisory Council for the American Marketing Association's Toronto Chapter.

David is currently focused on 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 courses in Strategic Marketing Communications and Retail Marketing Strategies) and a Course Facilitator for the Schulich Executive Education Center.

David shares his thinking regularly via his blog; you can subscribe at [dpthoughts.ca](#).