



David Pullara

CMO | Ex Google, Coca-Cola, Starbucks |
Schulich Marketing Instructor | CM, MBA

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Strategic, consumer-centric business leader with experience across multiple industries; 10 years spent working in progressively senior roles with four world-renowned, Fortune 500 organizations: Starbucks, Yum! Brands, Coca-Cola, and Google. Proven ability to develop great brands and over-deliver growth targets. Celebrated people leader who fosters authentic relationships, inspires the very best from team members and agency partners, and enables cross-functional collaboration. Recognized as a Chartered Marketer (CM) by the Canadian Marketing Association.

WORK EXPERIENCE

Principal dp Ventures [↗](#)

04/2016 - Present

Established for consulting projects, teaching and facilitating assignments, writing opportunities, and speaking engagements. Selected Projects: created and facilitated a pricing and promotions workshop for a high-growth entertainment company; worked with an executive search firm to develop a differentiated positioning, an innovative pricing model, and a comprehensive framework for growth; advised a multi-unit retailer on omnichannel best practices to evolve their brand positioning and drive sales; helped a mid-sized international CPG company understand the eCommerce landscape and identify specific opportunities within it; established the optimal target audience and positioning for a robo-advisor start-up; developed and delivered a two-day workshop on Omnichannel Retail for a Fortune 100 organization.

Marketing Instructor (p/t) Schulich School of Business, York University

12/2016 - Present

Instructor for "Retail Marketing Strategies" (MBA) and "Strategic Marketing Communications" (BBA); Advisor for Schulich Strategy Field Study

Chief Marketing Officer Hill Street Beverage Company (TSXV: BEER) [↗](#)

04/2018 - 07/2019

Hill Street produces and sells alcohol-free adult beverages. Responsible for brand strategy and development, consumer insights, integrated marketing campaigns, go-to-market plans, corporate communications, securing media coverage & speaking engagements, investor relations, and eCommerce (DTC) business.

Partner Lead, Procter & Gamble (Account Executive)

Google Canada Inc. [↗](#)

06/2015 - 04/2016

Responsible for co-leading the Canadian Procter & Gamble account; tasked with significantly increasing P&G's digital spend with Google in search, video, display, and mobile for the Baby, Family, Feminine, Fabric and Home Care businesses.

Senior Brand Strategy & Architecture Manager Coca-Cola Ltd.

06/2010 - 02/2015

Led the Coca-Cola Energy Drink portfolio (\$25MM), then the Simply Juice & Aedes business (\$94MM). Responsible for portfolio optimization, brand vision and architecture, business planning, integrated marketing communications, and strategic innovation.

Senior Marketing Manager, Pizza Hut (Dine-In / Tuscani Pastas) Yum! Restaurants International (Canada) Company [↗](#)

08/2008 - 06/2010

Responsible for all aspects of Pizza Hut's Dine-In and Tuscani Pasta businesses. Developed and launched Pizza Hut's innovative Eat Well menu (i.e. first multigrain pizza crust, multigrain pasta, and 6 Health Check™ recipes) to address consumer trends around healthy eating. Eat Well portfolio achieved target menu mix in just 3 months; 80% of recipes remain available today.

National Marketing Manager, Foodservice & Licensed Stores Business Development Starbucks Coffee Canada Inc. [↗](#)

08/2004 - 08/2008

SKILLS

Senior Business Leadership, P&L Ownership, People Management (Direct & Indirect), Strategy, Brand-Building, Communications, Investor Relations, Insight-Driven Innovation, Digital Marketing, Portfolio Optimization, Cross-Functional Leadership, Global Collaboration, Integrated Marketing Communications (IMC), Social Media Marketing, Agency and Partner Management, Trade Marketing, Category Management, Influencing, Negotiation, Presentations, Fact-Based Decision-Making, Analytics.

BOARD ROLES

Advisor LeapGrad

08/2020 - Present

LeapGrad (leapgrad.com) is a student-focused professional networking platform uniquely designed to transform the job market.

Advisor Spiffy [↗](#)

08/2019 - Present

Spiffy (withspiffy.com) is an innovative technology company that uses custom training videos to efficiently and effectively engage staff, helping restaurants enhance their guest experiences and increase sales.

Advisory Board Member American Marketing Association (AMA) Toronto

09/2013 - Present

The AMA strives to be the most relevant force and voice shaping marketing around the world, an essential community for marketers.

EDUCATION

Masters of Business Administration (MBA) Schulich School of Business, York University [↗](#)

04/2008

Dean's Honour List

Honors Bachelor of Business Administration (BBA) Schulich School of Business, York University [↗](#)

04/2000

8.2 GPA in final year (out of 9.0)

Foundations in Design Thinking: Insights for Innovation

IDEO U [↗](#)

11/2019

Disruptive Strategy

Harvard Business School Online [↗](#)

04/2017