

# Will Daley

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🌐 willdaley.info

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## Overview

Proven leader with over 20 years' experience in quantitative and qualitative research design, execution, and analysis. Manager of projects, people, and partnerships.

## Professional Experience

**Prospectus Associates**  
Senior Associate  
2022-present  
Ottawa, Ontario

- > Managed public consultations programs on behalf of clientele in the energy and retail sectors.
- > Contributed to successful business development efforts.
- > Wrote briefs and reports providing strategic guidance to senior decision makers.

**Maru Blue**  
Vice President  
2020- 2022  
Toronto, Ontario

- > Wrote Standing Offer submission to the Government of Canada.
- > Worked on publicly released polls.
- > Developed business in the Ottawa market.
- > Managed sampling and weighting for political polling.

**EKOS Research Associates**  
Vice President  
2016-2020  
Ottawa, Ontario

- > Managed relationships and projects for a diverse portfolio of clients.
- > Leveraged sector knowledge to assess client needs and successfully pitch new projects.
- > Specialized in factor and regression analyses allowing clients to better identify and understand their target audiences.
- > Planned and implemented strategic communications plans.
- > Managed a staff of junior researchers.
- > Billings of over \$1m annually.

**Ipsos**  
Vice President  
2012-2016  
Ottawa, Ontario

- > Developed a portfolio of clients from the private, public, and not for profit sectors.
- > Inaugurated ethnocultural research as a distinct area of practice within public affairs.
- > Directed economic and consumer confidence research.
- > Managed a staff of junior researchers.
- > Billings of over \$1m annually.

**Ipsos**  
Associate Vice President  
2007-2012  
Ottawa, Ontario

- > Expanded from project management into business development and relationship ownership.
- > Directed federal election research, contributing content to major national and international media.
- > Moderated hundreds of discussion groups and in-depth interviews.

**Ipsos**  
Research Manager/  
Senior Research Manager  
2002-2007  
Ottawa, Ontario

- > Managed projects quantitative and qualitative studies, mastering both research approaches.
- > Wrote successful Government of Canada standing offer proposals for public opinion research and public consultations.

**Zogby International**  
Special Projects Editor  
2001-2002  
Utica, N.Y.

- > Learned the basics of public opinion research from the legendary pollster, John Zogby.
- > Created Corporate Reputation Watch, a monthly newsletter covering domestic and international trends in public opinion and corporate reputation research.

**About.com**  
Editor  
1999-2001  
New York, N.Y.

- > Oversaw and edited the content of over 30 websites covering various topics in television entertainment.
- > Deployed SEO best practices across the network of sites.

**Ignites.com**  
Reporter  
1999-2001  
New York, N.Y.

- > Worked as a daily reporter for a mutual fund industry online publication.
- > Learned the craft of writing to an online business audience.

## Technology

- > Microsoft Office
- > SPSS
- > Alchemer
- > Photoshop

## Education

**Binghamton University**  
1993-1997

- > B.A., English Literature
- > 3.5 gpa overall; 3.8 within major.

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*References are available on request  
My portfolio can be found at [willdaley.info](http://willdaley.info)*