

Angela Muma

Angela Muma is a Research Manager at Ipsos Public Affairs, and works with clients primarily within the healthcare and not-for-profit sectors on a variety of qualitative and quantitative research projects. Angela also has substantive experience working with clients in finance, insurance, and retail banking, B2B services, and the public sector (including municipal, provincial, and federal government organizations). Angela has been involved in several types of research, including large-scale quantitative studies, usability and mobile applications research, communications / advertising research and concept testing, customer satisfaction studies, and product testing, to name a few.

Angela holds a Graduate Certificate in Marketing and Business Intelligence Research from Algonquin College (2010) and a degree in International Business (Marketing and Trade) from Carleton University (2006). She is a professional member of the Marketing and Business Intelligence Association.

Prior to joining the marketing and public opinion research industry, Angela worked in corporate communications and compliance at a financial services firm.