

## Will Daley



As an Ottawa-based Vice President for the Public Affairs division of Ipsos Reid, Will has significant experience in the design and implementation of quantitative and qualitative research projects for a variety of public and private sector clients.

Will offers extensive experience conducting research projects relating to federal policy planning and public messaging, federal fiscal and economic policy, e-Government initiatives, transportation issues, U.S.-Canada relations, corporate reputation and campaign polling. Other key areas of professional experience include online content management and promotion, corporate governance, financial services, international trade and globalization and U.S. domestic politics.

Will is a graduate of Binghamton University, Vestal, New York, where he obtained a degree in English Literature (B.A.). Prior to joining Ipsos-Reid, Mr. Daley worked as a business journalist in New York City, holding increasingly senior positions in both online and offline media concerns.