

Michael Marzolini
Chairman of POLLARA Strategic Public Opinion & Market Research

Michael Marzolini is Chairman of POLLARA Strategic Public Opinion & Market Research, which he founded in 1985.

His vision for POLLARA was to build a unique organization that manages public opinion, rather than just measuring it. Though most of his work involves designing marketing, branding, advertising, public affairs and media strategies, Marzolini is best known for his political strategies in Canada and internationally.

For twelve years he served as chief pollster and strategist to the Prime Minister of Canada, and was the architect of the electoral strategies for the Liberal Party of Canada's three back-to-back election victories between 1993 and 2000. Over the past twenty years, he has provided data-driven electoral strategies to some 410 political candidates across North America and Europe, 86% of whom were elected to office.

Despite Marzolini's close involvement with government decision-makers, it is a source of pride within POLLARA that no more than 2% of the firm's revenues are allowed to come from the public sector.

Most of Marzolini's day-to-day work involves designing strategies based on public opinion for organizations that range from financial services, to pharmaceuticals, environmental, energy, entertainment, healthcare and wellness, tourism, consumer products, special interest groups, and emerging technology.

He also provides advice on managing public opinion issues to a host of Fortune 500 CEOs, as well as half a dozen heads of government and three heads of state.

Prior to establishing POLLARA, with offices coast-to-coast and close to seven hundred employees, Michael Marzolini was a consultant with several market and behavioral research organizations in Canada and the United States. Before this he provided demographic analysis to former Prime Minister Pierre Trudeau, and was an apprentice pollster for Ronald Reagan's first successful campaign for US President. He has also served as media pollster to CTV News, the Toronto Star, Southam Newspapers, Canwest-Global News, Sun Media and Macleans.

As pollster for CTV News in 1988, Marzolini and POLLARA called the federal election of that year "dead-on" with a 0.0% margin of error. He is the only pollster in the world ever to call a national election perfectly.

A speaker, commentator and author, Marzolini has contributed to four books and written numerous articles and columns for newspapers and trade journals. The CBC award-winning documentary on Marzolini "Ask a Silly Question", described him as "the first of a new breed of Super-Pollsters", while Claire Hoy's book "Margin of Error" referenced him as "having proved to be the most reliable of Canada's pollsters." Steve Paikin's biographical compilation "The Life" claims Marzolini "does amazing things with public opinion". Columnist Alan Fotheringham once penned "Marzolini is not only a Machiavellian whiz kid; he is also a very nice guy." On the other hand, Mark Bonokowski, in the Ottawa Sun once labeled Marzolini "the second most arrogant man in Canada."

Michael Marzolini is a graduate of University of Toronto, and was awarded the Canadian Peacekeeping Medal for military service to his country, as well as the Queen's Jubilee Medal for public service.

He lives primarily in Toronto, and has a young son.