CANADA PULSE INSIGHTS

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Canada Pulse Insights Launches Strategies Group, Led by Managing Director Chris Martyn

Decades of client experience bring knowledge, judgement and perspective that go beyond the numbers

Toronto, ON, November 2, 2026—Canada Pulse Insights today announced the launch of the Canada Pulse Insights Strategies Group, a new division bringing together senior leaders who each have more than 30 years of experience helping organizations understand issues, navigate challenges and make decisions. Research industry veteran Chris Martyn has joined the firm to lead the division as Managing Director.

Technology, AI and open data touted by some firms may be making research faster, more accessible and increasingly turnkey, but they will never be a substitute for the knowledge and judgement built through decades of working on client issues. The Strategies Group brings that depth of experience to every assignment: an understanding of how trends develop, how organizations respond and where different approaches have worked—or fallen short. It puts the numbers in perspective, drawing on lessons learned to help clients understand what matters and decide what to do next.

“We are not building a business around the idea that the numbers speak for themselves,” said John Wright, CEO of Canada Pulse Insights. “Clients want people who understand the issues they are facing and bring meaningful experience to the discussion. Every member of our senior leadership team has been doing this work for more than 30 years. We have seen trends develop, worked through difficult issues and helped clients put findings into practice. That depth of experience—and the knowledge and judgement it creates—is what we bring to our clients.”

A graduate of the University of Waterloo, Martyn served as Chief Research Officer at Ipsos Public Affairs for more than 22 years and, earlier in his career, held senior leadership roles at Decima. He has led complex public opinion and analytics programs for governments, major corporations, not-for-profit organizations and public affairs clients across Canada and internationally. His work has included designing sophisticated research programs, advising executives and communicators, presenting findings to senior economic and public policy leaders, and applying behavioural science to understand the relationship between attitudes and actions.

The Strategies Group works with leaders and senior executives on public affairs, stakeholder engagement, consumer experience, reputation and strategic benchmarking. It combines in-depth custom research with a deep reservoir of institutional knowledge accumulated across thousands of assignments. That experience connects the evidence in front of a client with relevant trends, comparable challenges and practical lessons about what has worked, when and why.

Martyn leads the division together with Wright, Will Daley, Senior Vice President, Research and Analytics, and a team of specialist research associates.

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“The value is not simply in knowing how to conduct research. It is in knowing how to put the findings in perspective,” said Martyn. “We bring experience with issues that clients will recognize—how they have developed, how organizations have responded and where different approaches have worked or fallen short. No two situations are identical, so the judgement lies in understanding which experiences are relevant and how they apply. We bring those lessons to the table, not just the numbers.”

About Canada Pulse Insights

Canada Pulse Insights is a Canadian research, analytics and strategic advisory firm serving clients across the private, public and not-for-profit sectors. Its work spans published public opinion polling and custom research in public affairs, corporate reputation, stakeholder engagement, consumer experience and strategic benchmarking. Through its Strategies Group, the firm brings together senior leaders who each have more than 30 years of experience, providing leadership teams with a deep reservoir of knowledge and judgement built through decades of work on client issues. It combines research evidence with relevant experience and lessons learned to put findings in perspective and help clients make informed decisions.

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