

## **Untimely Passing of Member of the Founding Board of the MRIA Dan Kirkland**

It is with extreme sadness that we announce the sudden passing of our dear friend and colleague, Dan Kirkland. Dan had recently retired from a career of over forty years as a leading expert and thinker in the Canadian marketing research industry. After obtaining his Bachelor of Business Administration degree from the Schulich School of Business at York University, Dan spent ten years on the buyer side of the business at Xerox and Kellogg's Canada before joining Thompson Lightstone. Dan's career would then bring him to the VP/AGM role at Hill and Knowlton before he would open his own boutique shop, Interlock Research. Following this, Dan would become a Partner, merging his firm with Decima Research and incorporating his exceptional leadership style to pilot the firm to be twice named one of Canada's Best Managed Companies. Decima Research was successfully sold to Harris Interactive in 2008 and was acquired by Nielsen in 2014, where Dan would end his illustrious career. Dan played an integral role as a member of the founding board of the Marketing Research and Intelligence Association (MRIA) and embodied the MRIA's mission to promote a positive environment that enhances the industry's ability to conduct affairs effectively and to the benefit of the public and its members. Through his incredible passion and sense of humour, Dan has served as a mentor to countless researchers, empowering them with the knowledge, confidence, and tools for success.

Dan's obituary was published in the Toronto Star and Globe and Mail on February 21, 2018 and can be found further below.

The MRIA wishes to express its sincere condolences to Dan's family, friends, and all those who were fortunate enough to know him. His contribution to the marketing research industry will continue to be felt by all, but he will always be remembered for his good nature, kind heart, and wonderful friendship.

**KIRKLAND, Daniel Thomas** Suddenly on Friday, February 16, 2018 in his 65th year. Loving father of Geoff Kirkland (Lesley Kirkland), Jillian Kirkland, Rachel Kirkland (Matt Kleffman) and Sydney Kirkland. Dan will be sadly missed by his sisters Wendy Fox, Linda Harding and Susan Kim-Kirkland, mother of Rachel and Sydney and Cynthia Odell, mother of Geoff and Jillian Kirkland. There will be a Celebration of Dan's life held at Toronto Cricket Skating and Curling Club, 141 Wilson Ave., North York, ON M5M 3A3, on Saturday, February 24, 2018 from 2:00 – 5:00 p.m. In lieu of flowers, the family requests you bring your favorite photo or story of Dan. Online condolences may be made at [highlandparkfuneralcentre.com](http://highlandparkfuneralcentre.com)