



UC San Diego Foundation Trustee



Daniel Yankelovich

Daniel Yankelovich is Founder and Chairman of three organizations:

- ***Viewpoint Learning Inc.*** (a firm that advances dialogue-based learning as a core skill in newer forms of leadership),
- ***DYG, Inc.*** (a market research firm tracking social trends), and
- ***Public Agenda*** (a public education not-for-profit) co-founded with Cyrus Vance in 1975.

He is a director of Loral Space & Communications Inc. and director *emeritus* of CBS, US West (now Qwest Communications), the Meredith Corporation, Diversified Energies, and ARKLA. He is a trustee of the Kettering Foundation, the Japan Society, and the Fund for the City of New York, and Special Advisor to the Aspen Institute and Trinity Church. He is trustee *emeritus* and former Chairman of the Educational Testing Service (ETS) and trustee *emeritus* of Brown University.

He is the author of ten books, including *Coming to Public Judgment*, *New Rules*, and *The Magic of Dialogue*.

In 1958, he founded the research firm of Yankelovich, Skelly and White and in the 1970s initiated the *New York Times*/Yankelovich poll. He was a founding President of the Society for the Advancement of Socio-Economics, and is a Fellow of the American Academy of Arts and Sciences

His academic affiliations include Harvard, NYU, the New School for Social Research, UC Irvine and UCSD's Civic Collaborative.

He was educated at Harvard College, the Graduate School of Arts and Sciences at Harvard and the Sorbonne.

He is the recipient of The Parlin Award for his pioneering work in marketing research, the Dinerman Award of the World Association of Public Opinion Research and the Outstanding Achievement Award from the New York Chapter of the American Association of Public Opinion Research.