



Roderick G. Smith

September 2, 1937 - February 3, 2023

Roderick "Rod" Smith, 85, of Detroit, MI passed away February 3, 2023. He was born in Detroit, MI to Floyd and Kathleen Smith and grew up in Detroit and Walkerville, Ontario.

Rod attended Walkerville Collegiate Institute (High School). He earned a BA and MBA from Wayne State University in Economics and achieved Phi Beta Kappa honors and Dean's List honors. As an undergraduate he was a Teaching Assistant/Lecturer and Research Assistant. While accomplishing his Masters degree Rod taught economics for two years.

Rod had a very successful career in Advertising and Research. He spent decades working for Marketing Research Companies and Advertising Agencies before becoming a founding partner in two marketing research/consulting companies.

He was a lover of knowledge. As an avid knowledge seeker, he continued his education into his eighties by taking college classes and (of course) reading hundreds perhaps thousands of knowledge-based books. In addition, Rod enjoyed time in his garden where he tended lovingly to his roses and marigolds. He was also a great supporter of the arts and various charities.

Rod is predeceased by his parents and his brothers, Robert (the late Shirley

Ann) and Ronald. Rod will be missed by his surviving family, nephew, Geoffrey (LeeAnn) Smith, nieces, Kristin (Tom) Civitanova, Kimberley (Jason) Smith, Sharon (Brian) Roney and many great nephews and nieces.

He is also survived by amazing friends.

A celebration of Rod's life will be held at a later date.

You live on in our hearts, gone, but never forgotten.

Memorial contributions to Shriner's Hospital, American Cancer Society or The Salvation Army are appreciated. Share your memories at www.sullivanfuneraldirectors.com.

Tribute Wall

PW

“ Rest well, dear friend. I have treasured memories of our nearly 30 years of working together, traveling all over the US & Canada while building our Creative Marketing Consultancy & working in the auto industry- focus groups, crunching statistics, writing client reports late into the nights. 🌍

Warm LA & Chicago were your favorites. I'll never forget the great restaurants, museums, music, art and books we shared, the people we met and worked with, our mutual love of, and late night conversations about, movies & politics.

From “Watkins” to “Rod S” - happy trails 🎈❤️



patricia Watkins - April 02, 2023 at 04:36 PM