KEYNOTE SPEAKER: David Coletto

Biography

Founder, Abacus Data | Expert on Generational Change, Politics, and Public Opinion Trends

Infinitely curious, passionate, and eternally optimistic, David Coletto is the founder, chair, and CEO of Abacus Data and one of Canada's best known and most respected public opinion analysts, pollsters, and social researchers. Recently named one of the Top 100 Most Influential People in Canadian politics by The Hill Times, Coletto is the official pollster of the Toronto Star, co-host of the podcast Hub Politics, and curator of the popular Substack "inFocus with David Coletto". In his timely, data-driven presentations, he delivers strategic advice customized to his audiences and the industries they serve, from generational shifts and political trends to consumer behaviour and workplace dynamics.

Since launching in 2010, Coletto has grown Abacus Data into one of Canada's most respected, full-service market research and strategy firms. He has worked with many of the world's leading brands, associations, corporations, and non-profits, including Google, Airbnb, TD Bank, Interac, Canadian Medical Association, Government of Canada, Dairy Farmers of Canada, WorkSafe BC, Imperial Oil, BMW, and the LCBO, among others. He is also frequently called upon by local, national, and international news organizations to assess public opinion and has advised political leaders at all levels of government.

Having devoted his life to exploring what people think and feel about their work, lives, and politics, Coletto is an in-demand keynote speaker. He has spoken to thousands of people in audiences ranging from massive national conferences to intimate briefings in boardrooms across North America and Europe. Coletto believes that by understanding what motivates and informs people's worldview, we can create a more understanding, empathetic, and action-driven world.

Coletto earned a PhD in political science from the University of Calgary. He is currently a professor in the Graduate Program of Political Management at Carleton University, where he teaches courses in polling, political marketing, and designing public affairs strategies.