

DAVID COLETTO

Bio



Marketing Research Leader and Expert on Canadian Millennials

As a founding partner and CEO of Abacus Data, David Coletto and his team deliver strategic advice and research design expertise to many of Canada’s foremost corporations, advocacy groups, and political leaders. Coletto has a wealth of experience in marketing research. A leader in online research methodologies, public affairs research, corporate and organizational reputation studies, and youth research, Coletto has led projects for companies in many sectors including pharmaceutical, transportation, financial services, educational, natural resource, telecommunications, media, arts and cultural, tourism, and retail.

David also leads Abacus Data’s Canadian Millennial Research Practice, developed to help organizations connect and engage with Canadian Millennials. His clients have included the LCBO, the RCMP, the Calgary Police Service, Clintar, the Credit Union Central of Canada, Hudson’s Bay, Ontario Ministry of Child and Youth Services, and the Ontario Municipal Tax and Revenue Association.

Earning a doctorate from the University of Calgary in 2010, David is an Adjunct Professor at the Arthur Kroeger College of Public Affairs at Carleton University, where he teaches courses on polling and public opinion, political marketing, research and public affairs. He is also an instructor at the Clayton H. Riddell Graduate Program in Political Management at Carleton University.

David is an outspoken proponent of transparency in the polling industry and is regularly called upon by media and organizations alike to provide expert analyses of public opinion and research methodologies. He is a member of the Board of Directors for the Shaw Centre in Ottawa and, in 2013, the *Ottawa Business Journal* and Ottawa Chamber of Commerce named him a “Forty Under Forty”.

