

David Coletto
Marketing Research Leader | Expert on Millennials



David Coletto delivers strategic advice and research design expertise to many of Canada's foremost corporations, advocacy groups, and political leaders. A leader in online research methodologies, public affairs research, corporate and organizational reputation studies, and youth research, Coletto has led projects for top-tier companies in many sectors including pharmaceutical, transportation, financial services, educational, natural resource, telecommunications, media, arts and cultural, tourism, and retail.

David's clients have included Nestle, Sysco, Google, Ernst & Young, the RCMP and Hudson's Bay, among many others.

Having earned a doctorate in 2010, David is an Adjunct Professor teaching 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.

He 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.