

David Coletto

CEO and Founding Partner | Abacus Data

Infinitely curious, passionate, and eternally optimistic – three words to describe David Coletto, the founder, chair, and CEO of Abacus Data. Since launching in 2010, Coletto has grown Abacus Data into one of Canada's most respected, full-service market research and strategy firms. Coletto is one of Canada's best known and most respected public opinion analysts, pollsters, and social researchers. He is also one of Canada's leading experts on generational change and was recently named one of the Top 100 Most Influential People in Canadian politics by The Hill Times.

With a career spanning over two decades, Coletto is the official pollster of the Toronto Star and has worked with many of the world's most respected brands, associations, corporations, and non-profits. In his timely, data-driven keynote presentations, he delivers strategic insights, customized to his audiences and the industries they serve. He has worked with or spoken to a variety of clients 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, helped elect the Mayors of Ottawa and Vancouver, and 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. He also curates and writes the newsletter, "inFocus with David Coletto", which is read by thousands of business, political, and community leaders.



Steven Maynard

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Business transformation comes in all shapes and sizes. As our EY Canada Government and Public Sector Consulting Leader, Steven empowers clients to evolve for the better through enterprise-wide technology programs and modernization initiatives. He has led transformation working for Governments as well as leading transformation as an executive within Government.

For 25 years, Steven has led technology-enabled transformation programs across Financial Services, Telecommunications, Energy and Government & Public Sector. He's also driven results for clients in North and South America, Europe and the Middle East. Steven's integrated approach to connecting back-office capabilities with front-office experiences enables organizations to derive benefits right across functional units, priority areas, and teams.

He holds a Bachelor's degree in political science and economics from Mount Allison University. Steven has also earned a Master's of Business Administration, Corporate Finance & Strategy, from Queen's University. He has completed a global executive program on organizational leadership at London Business School and holds several professional designations. A big believer in community involvement, Steven's held executive and board level positions within charities and not-for-profits.

