Mark Spiro

Partner

Direct: 1 (416) 645-2915

Email: mark.spiro@crestviewstrategy.ca

Mark Spiro founded Crestview in 2004. Having worked in a senior capacity in both the public and corporate sectors, Mark brings clients a unique insight into managing and mitigating public affairs risks using an evidence-based approach to managing opinions.

Over the past twenty-five years, Mark has organized and executed campaigns for both political and corporate clients which rely on the practical application of understanding the dynamics of opinion and how it can impact the public policy process. Whether for approvals of large-scale mergers or asset acquisitions, regulatory reforms or legislative changes, Mark has delivered winning outcomes for clients in Canada, the United States, Australia and Israel.

Mark's passion lies in analyzing, affecting and mobilizing opinion to create public affairs victories. He has pioneered techniques for effectively measuring opinions among key audiences and, in particular, using research to identify when and how opinions can be leveraged and mobilized for their greatest political impact. Using the latest technology and battle-tested tactics, Mark has crafted winning campaigns based around mobilizing public opinion in practical terms by connecting voters directly with their elected representatives.