

David Allison Biography

David Allison is redefining how organizations solve problems and seize opportunities by proving a fundamental truth: everything we do is driven by our values. Known as “The Values Guy,” David is the world’s leading authority on human values and the founder of the groundbreaking Valuegraphics Project, the first global inventory of core human values. Through nearly one million surveys conducted in 152 languages, he has transformed human values into actionable insights—unlocking the potential for profound human connection and influence.

Over a 25-year career as a marketing strategist and branding expert, David worked with some of the world’s most recognized organizations, including General Motors, Toyota, Westin Hotels, and Sotheby’s International Real Estate. Frustrated by the limitations of demographics and psychographics, he pioneered the Valuegraphics Project to create measurable, human-centered strategies based on shared values. His methodology ensures that every decision resonates deeply with the values that drive what we all do, think, and feel, delivering results that are eight times more effective than traditional methods.

As a dynamic keynote speaker and 2X best-selling author of *The Death of Demographics*, David combines the precision of data-driven insights with the inspiration of a world-class storyteller.

Critics and audiences alike describe his work as “convincing, insightful, and...revolutionary,” and his groundbreaking methodology has been featured in textbooks and celebrated as the future of human-centered decision-making.

Organizations like Google, PayPal, lululemon, and the United Nations Foundation have used David's insights to align with what people care about most—fostering loyalty, building trust, and delivering impact on an unprecedented scale. By putting values at the center of leadership, culture, customer experience, and even the future of work, David empowers organizations to thrive in an era defined by connection and purpose.

David's message is simple yet transformative: to solve any problem or achieve any goal, we must make business human. By honoring the values that matter most, organizations can build lasting loyalty, inspire trust, and achieve extraordinary results. Values are the answer: David Allison shows us how to put them to work.