Kyle Dropp, Ph.D.
Co-founder and President
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Dr. Kyle Dropp is the co-founder and president of Morning Consult, a global decision intelligence company changing how modern leaders make smarter, faster, better decisions. As a prominent scholar in survey research and data science, he cofounded Morning Consult in 2014 and leads the company's research division, including its relationships with Fortune 500 companies and industry trade associations.

His 2015 landmark theory on shy Trump voters Became a fundamental concept of 2016 election discourse, earning national attention and cementing Morning Consult as a "breakout company that broke the dam in 2016 polling," according to *Business Insider*.

Previously, Dr. Dropp served as an assistant professor in the Department of Government at Dartmouth College and led Dartmouth's Washington off-campus program from 2016 to 2018, teaching undergraduate courses in persuasion, government and applied data science. Dr. Dropp received his Ph.D. in Political Science from Stanford University in 2013 and was a Visiting Associate Research Scholar at the Woodrow Wilson School of Public and International Affairs at Princeton University. Originally from Milwaukee, he attended the University of Wisconsin and worked in the Washington Post's polling unit prior to graduate school.

Dr. Dropp was named to *Ad Age's* 2020 "40 Under 40" and is a member of the Ad Council's Board of Directors, Page Up for the Arthur W. Page Society, the Aspen Institute's Vanguard Leadership Board, the Economic Club of Washington, D.C., and the Public Affairs Council's Board of Directors.

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