

THE  
WORLD  
AUDIENCES  
SUMMIT  
2014 SCREEN  
EXPERIENCES

# THE CAST

PARTICIPANTS



## KSENIYA ACHKASOVA

**TV AUDIENCE RESEARCH DIRECTOR**  
TNS, PART OF THE KANTAR MEDIA NETWORK

Ksenia started her career at TNS in 1997, and has been involved in Russian TV measurement since its very beginning. In 2008 she became TV Audience Research Director, and is currently responsible for all aspects of running the TAM business and its strategic development.

She loves facing new challenges and gaining new experiences, being very active both in business and personal life.



@KseniaAch



**Purposefulness, single-mindedness**



## KHATIDJA AJANIA

**DIRECTOR, DIGITAL ADVERTISING SOLUTIONS**  
AMERICAN EXPRESS

Khatidja Ajania is the Director of Digital Media Products at American Express. Her responsibility in this role comprises of leading product strategy in digital media, with a focus on developing successful external partnerships to help provide American Express with their full potential in the digital space.

Prior to this role, Khatidja worked as Director of Agency Relations & Sales at Evidon, helping to build the sales teams and processes from scratch. She has also held several roles at Yahoo! in both Canada and New York, working as part of the initial Right Media exchange team and developing the brand display strategy and product set for Yahoo! Canada.



**Roll with the punches**



## MAGNUS ANSHELM

**CEO**  
MMS

Magnus' experience in the media industry has spanned almost 30 years, focusing on research and strategy. In this time, he has worked in the position of Research Director at a various media agencies and has held the CEO position for several companies in the media research business. He has been the CEO of the Swedish TV and online video JIC MMS for two years.



@MediaAnshelm



**A strong passion for media and what media means for people**



## LUCIA ANTAL

**PRESIDENT**  
ARMA

With over 18 years' experience in the media industry, Lucia has been the President of ARMA, the Romanian Association of Audience Measurement, since 2005. She began working as a field operator in a research company, becoming part of Pro TV after two years, where she then went on to co-ordinate and develop the Research team for a further seven years.

A member of the ARMA Technical Committee since its beginning, and becoming the committee's President between 2000 and 2004, she was responsible for the implementation of the guest viewing data measurement and reporting of TV consumption. She is the Managing Director of Romania's first movie channel, Pro Cinema. Starting in March 2014, she has been appointed Pro TV (part of CME) Marketing Director.



**I am very determined**



**WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?**

#screenexp



## RICHARD ASQUITH

**GLOBAL CEO**  
KANTAR MEDIA AUDIENCES

Richard is Global CEO of Kantar Media Audiences, Kantar's specialist division devoted to digital audience measurement and analysis across TV, Online and Radio. He is responsible for leading a global business operating in more than 60 countries.

He has held a number of senior positions in Kantar. From 2009 to 2012 he was CEO of Kantar Media's TGI & Custom division. In this role he had responsibility for the Global TGI network of syndicated media and marketing studies and for developing Kantar's custom media research business. Prior to this he was Managing Director of BMRB, which was named Best Agency at the 2005 UK MRS/BMRA Awards.

Richard has been involved in media and marketing research for 30 years, managing proprietary strategic research and high profile industry studies. He is a member of the Executive Editorial Board of the International Journal of Market Research.



**Calm determination**



## BALBINDER BADESHA

**RPD SERVICES DIRECTOR**  
KANTAR MEDIA AUDIENCES

Balbinder Badesha is the RPD Services Director at Kantar Media UK responsible for the operation, support and development of the Return Path Data Services that are hosted in the UK. Her involvement with RPD began in 2006 with Skyview on behalf of BSkyB in the UK and then followed by DStv-i on behalf of DStv Media Sales/Multichoice in South Africa, providing direct client service support.

Balbinder has been with Kantar Media for 10 years, first joining as an Account Manager in the UK TV Bureau for 10 years, managing clients who subscribed to InfoSysTV. Prior to 2004, Balbinder was a Research Manager at Carlton Media Sales, a broadcaster in the UK's ITV Network and ITV sales house.



**Determination**



## CHRIS BALCH

**DIRECTOR, BARB PANEL**  
KANTAR MEDIA AUDIENCES

For the past 5 years, Chris has worked for Kantar Media as the director responsible for the delivery of the BARB (Broadcasters' Audience Research Board) television audience measurement service in the UK. He ensures that Kantar Media meet the complex and ever-changing demands present on the BARB.



**Resilience**



## JENNIE BECK

**GLOBAL DIRECTOR**  
KANTAR MEDIA

Jennie has been working in media research for over 35 years, with highlights including the role of Marketing Director at *The Observer* newspaper, running Beck Consultancy for 12 years, being TNS Head of Media in the UK where she delivered the first TouchPoints survey, and the BARB 2010 recruitment – among other things.

When Kantar Media was created in 2009, Jennie started her current job, focussing on building media business in Kantar's global markets. She works with a network of colleagues and clients around the world to develop audience measurement and custom business; and to introduce new global media research solutions. She is a Fellow (and former Chair) of the Market Research Society and a frequent speaker on media research and industry issues – most recently at the PAMRO, PDRF, ASI and AIMC 2013 conferences and at Mediatel's 2014 conference on the Future of Media Research.



@jenniebec



**Tenacity**



## MARINA BELOVA

**DEPUTY CEO**  
CHANNEL FIVE

Marina is the Deputy General Director of Channel Five and Head of Marketing and TV Content.

Marina has studied Sociology, Television and Radio Broadcasting, and Marketing at various universities and institutes, and has been working in Russian television for over 10 years.

In 2000, Marina joined NTV Broadcasting Company as an editor of a directorate in regional development, moving on to lead the research department of the directorate in marketing and strategic planning of NTV in 2004. From 2008 until 2010 she was a head of the sociological service at NTV, and held the position of Chief Marketing Officer at Media Universum for the following two years.

Marina joined Channel Five in 2011. She is also a science writer and a lecturer at MSU.



**Sense of purpose**



## CRAIG BERKLEY

**CORPORATE SENIOR DIRECTOR**  
**SALES AND DEVELOPMENT**  
CHARTER COMMUNICATIONS

Craig is the Corporate Senior Director of Sales and Development at Charter Communications and as such, is responsible for advanced advertising and data monetisation strategies. He has over 15 years of experience negotiating and managing partnerships in digital television and new media. Before joining Charter seven years ago, Craig held management positions at Comcast, Predictive Media and WorldGate Communications.



**Persistence**




## JEFFREY BOEHME

**CHIEF RESEARCH OFFICER**  
KANTAR MEDIA AUDIENCES

Jeff joined Kantar Media Audiences North America in 2010 as Chief Research Officer, overseeing the company's research efforts with particular focus on methods, procedures & advanced measurement techniques. He serves as the chief liaison for the Audiences sector with industry associations and support initiatives to identify and advance new approaches to measuring audiences and developing better products, standards and applications with Return Path Data (RPD).

Prior to joining Kantar Media, Jeff was Senior Vice President, Advanced TV with Nielsen. Jeff also served as SVP Research & Marketing for National Cable Communications as well running research & marketing divisions at top media companies, including ABC/Cap Cities, NBC and Seltel. Jeff is an active speaker/author, regularly presenting at various industry venues including the ARF, ANA, NAB, 4A's, the Wharton Future of Advertising, CTAM & CRE. He has been a consistent participant in multiple industry organisations, including the 4A's, Media Rating Council, and the CES.

 @JeffBTV

 Tenacity




## OLEG BORODULIN

**HEAD OF THE EXPERT COUNCIL, ANALYSIS  
AND BUSINESS DEVELOPMENT DIRECTOR**  
NATIONAL MEDIA ASSOCIATION,  
TV MEDIA ADVERTISING AGENCY


Oleg graduated from the Mechanics and Applied Mathematics department of the Kazakh State University, and his career in marketing started in 1995. He began some projects for the TV media market in 2001, and joined the team of the largest sales house in Kazakhstan as a media analyst.

In 2004, Oleg took the position of Director for Analysis and Business Development, and also became Head of the Expert Council of the Kazakh Media Association in 2010, with responsibility for consulting on media measurement for the media market.

 Opportunity to acquire new knowledge



**WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?**

 #screenexp



## BUD BREHENY

**CHIEF COMMERCIAL OFFICER**  
KANTAR MEDIA AUDIENCES

Bud Breheny is the Chief Commercial Officer for the Audiences sector at Kantar Media North America. In this role, Bud leads the sales and service teams, is responsible for new business development and oversees syndicated and custom research sales efforts.

He joined Kantar Media in 2006 as Senior Vice President of Sales and Business Development, and was instrumental in building the Audiences team and the Return Path Data-focused business. Before joining Kantar, Bud served as principal of Breheny Media, where he developed strategies and new business platforms targeting the media industry. Client list included Navic Networks, Charter Media and TNS Media. Prior to that, he held various key commercial positions in the media industry including roles at Worldgate Communications, Scripps Networks, Cable Television Advertising Bureau, and Colony Communications.

Bud holds a Masters in Communication Management from Emerson College in Boston and a BA in History from St. Francis University in Loretto, PA.



**Persistence**



## ANDY BROWN

**GLOBAL CEO & CHAIRMAN**  
KANTAR MEDIA

Having graduated in Marketing, and following experience at AGB, Andy joined the marketing department of Anglia Television in 1986. In this role he was involved in all aspects of programme, audience and marketing research.

In 1989 Andy was hired by BMRB as a Client Service Executive in the Target Group Index division. In 1997 Andy joined the Board of BMRB, taking on responsibility for the management of TGI during its expansion internationally including the development of TGI in Western Europe and Latin America. Andy was a founding director of KMR Group (the holding structure for BMRB), taking on responsibility for TGI and Software globally, before assuming the role of CEO of KMR in 2001.

Following the acquisition of TNS, Andy became Chairman of the newly-created Kantar Media. He worked alongside Jean-Michel Portier (formerly CEO of TNS Media), supporting him in a number of areas including digital development, global client accounts as well as general management of associates such as IBOPE Media, TAM India and RSMB. In October 2013 Andy became Chief Executive Officer of Kantar Media.

Andy sits on the Kantar Operating Board, Kantar Digital Board and the WPP Digital Advisory group. In his spare time he is a keen follower of sport, notably following the ups and downs of Arsenal football club over the last 40 years.



@AndyJamesBrown



**Knowledge of the market**





## NICK BURFITT

**GLOBAL DIRECTOR**  
KANTAR MEDIA AUDIENCES

Nick is Global Director for the Return Path Data (RPD) services division within Kantar Media Audiences. In his current role, he has overall responsibility for the ongoing development and management of existing Kantar Media RPD services, including those services running in UK, South Africa, Australia and India, as well working on new business and product opportunities across the world.

Most recently, Nick has assumed additional responsibilities for the development of social TV related projects within Kantar.

 @nick\_burfitt

 Perseverance




## ANTONIO CARVALHO

**CHIEF RESEARCH OFFICER**  
KANTAR MEDIA AUDIENCES

Antonio is the Chief Research Officer for Kantar Media Audiences, having joined the company in 2008. He heads up the Central Research Unit and works across the global business, providing research, modelling and methodological expertise to existing services and new key developments. Previously he worked for GlaxoSmithKline's Strategic Technologies Division.

Antonio completed a PhD in mathematical modelling and data analysis at Bristol University, after which he took up a position as a Research Fellow at the University of Oxford, developing novel mathematical modelling algorithms and solving complex data analysis problems. He has a degree in Chemical Engineering from Lisbon Institute of Technology in Portugal.

 @ribeirocarvalho

 Wanting to do things well



## LAURENCE CHAUSSON

**INTERNATIONAL BUSINESS  
DEVELOPMENT DIRECTOR**  
KANTAR MEDIA

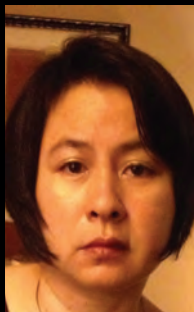
Laurence joined Kantar Media (then TNS) in August 2008, as Business Development Director for Audience Measurement.

She began her career in 1989 as Qualitative Research Manager for the multi-media Sales House IP Group working on radio programmes and audience analysis, using diverse qualitative and quantitative survey methodologies. In 1996 she joined Eurosport International where she implemented and developed their Audience and Broadcast Research Department for eleven years. During 2007 and 2008, she worked as Independent Media Consultant for different broadcasters and Media Institutes.

Laurence has a double bachelor's degree and a master's degree in Media from Sorbonne University in Paris, France. She regularly gives lectures at Universities and presents papers at national or international Conferences.



**Determination**



## SARAH CHEN

**GENERAL MANAGER**  
GROUPM KNOWLEDGE

Sarah has over 15 years of experience in marketing, digital marketing and advertising, with a focus on brand building, market research, marketing communication, iWOM monitoring, Social Media, and CRm. She has had work experience in the US, Japan and China.

A bilingual column writer for ICB (International Creative Business magazine), she also writes for Paper Business magazine covering issues and business cases including innovation, advertising, brand creation, psychology of Persuasion, Web 2.0, Facebook Effect and gaming psychology among other topics.



**Persistent**



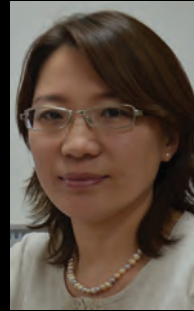
## YAN CHEN

**CHIEF STRATEGY OFFICER**  
FOCUSMEDIA

After graduating from Nankai University with a master's degree, Yan spent nine years in charge of corporate strategy at a media company. She went on to manage the media department of an advertising agency for six years and has also spent ten years in government office.



**Persistence**



## OYUNGEREL CHULUUNTUMUR

**DIRECTOR, REGULATORY DEPARTMENT**  
COMMUNICATION REGULATORY  
COMMISSION OF MONGOLIA

Oyungerel has been working as Director of the Communications Regulatory Commission (CRC) of Mongolia since December 2013. Prior to this role, she worked as a Deputy Director and expert for licensing, interconnection and transmission in the Regulatory Department for 10 years.

She has experience in policy and regulation of the communications sector including broadcasting, and was involved in initiating and adopting broadcasting content regulation in Mongolia. Oyungerel heads up the department which is responsible all the regulatory issues of the sector, including ICT and broadcasting licensing, monitoring, standardization, network interconnection and numbering.

Mrs. Oyungerel has a Bachelor of Telecommunications Engineering from Mongolian Technical University and a Master of Telecommunications Engineering from Asian Institute of Technology in Bangkok, Thailand.



**Having responsibility for all of my actions and conscientiousness :)**



**WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?**

[#screenexp](#)



## JEFFREY I. COLE

**DIRECTOR**  
CENTER FOR THE DIGITAL FUTURE

Jeffrey has been at the forefront of media and communication technology issues for the past 25 years. An expert in the field of technology and emerging media, Cole serves as an adviser to governments and leading companies around the world as they craft digital strategies.

In the 1990s, Cole worked closely with the four broadcast networks (ABC, CBS, NBC and Fox) under an anti-trust waiver that allowed the networks to work together for the first time dealing with television programming issues.

Jeff currently serves as Director of the Center for the Digital Future and as a Research Professor at USC Annenberg School for Communication, prior to which he was a long-time member of the UCLA faculty. He founded and directs the World Internet Project, a long-term longitudinal look at the effects of computer and Internet technology. He regularly presents trends and insights of the project to the White House, FCC, Congress, Department of Defence and to governments around the world.



## MANUEL DÄHLER

**MANAGING DIRECTOR**  
MEDIAPULSE AG

Manuel is a Doctor (PhD) of Media Psychology, studying at the University of Berne. He held a number of positions at various universities teaching, lecturing and researching from 1991 until 1997, and in 2004, became Head of Radio Research in the research department of the Swiss Broadcast Corporation. This then led to him becoming the Head of the Research department in 2006.

He studied for his doctorate degree while holding this position, and became the CEO of Mediapulse AG (the research entity of the Swiss National Foundation for Media Research and the former Research Department of the Swiss Broadcast Corporation) in 2006. As of 2010, he is the CEO of Publica Data AG, which is the sales entity of the Swiss National Foundation for Media Research.



**Imagination, luck and persistence**



## JENNIFER DANIEL

**REGIONAL DIRECTOR AFRICA/ASIAPACIFIC**  
TELMAR MEDIA SYSTEMS

Jennifer has 29 years of media research experience in both the African and Asia Pacific markets. She has held a number of high level media positions, with 15 years of her career being focused on the Broadcast industry, both in radio and television research.

Recently Jennifer has worked as a General Manager for e.tv. in Group Research and Audience Strategy, where she was involved in the growth and development of the channel to the second largest in the market. Her current position is Regional Director for Telmar Media Systems where she is responsible for running the Africa and Asia Pacific operations.

Jennifer currently serves as Country Leader of the Pan African Media Research Organisation (PAMRO), and she is a Full Member of the South African Market Research Association (SAMRA).

 **Tenacity**



## SALMAN DANISH NASEER

**CEO**  
MEDIALOGIC

Salman obtained an MBA from Lahore University of Management Sciences in 1998. He has worked for Shell and PepsiCo. in various marketing assignments in Pakistan, Lebanon and Mexico, and launched brands such Lay's, Cheetos, Mountain Dew and Aquafina in Pakistan.

He founded Pakistan's first and only overnight TAM agency - Medialogic- in 2007. Today Medialogic data is recognised as the industry currency in Pakistan. Medialogic was recently recognised as one of the 100 fastest growing companies in Pakistan.

 **Risk taking**



## ALBERTO DE PABLO

**REGIONAL DIRECTOR**  
KANTAR MEDIA AUDIENCES

Alberto is the managing director of Kantar Media Spain and regional director for Turkey and UAE. He studied at ESADE University, and has an MBA in Business Administration.



## BAS DE VOS

**DIRECTOR**  
SKO

Bas has been the managing director of SKO since 2007, and is currently responsible for the concept and deployment of the SKO Videodata Integration Model for the Dutch market. The SKO is the joint industry committee for the TAM research in the Netherlands.

Until the beginning of 2007 Bas was Head of the Audience Research department of the Dutch Public broadcasters. In this position he was responsible for the main audience research projects in the Netherlands, and was also an advisor for the board. Before starting at the Public Broadcasting organisation in 2005 he was Research and Finance Director at Ster, the sales house of the Public Channels. Prior to taking up his job at Ster in 1998, De Vos worked for Intomart GfK as a project manager.



@kijkonderzoek



I am positive, tend to think in solutions



## YEVGENIYA DEONISYEVA

**DIRECTOR OF COMMERCIAL DEPARTMENT**  
COMMERCIAL TELEVISION CHANNEL

Yevgeniya was born in Kazakhstan, and has been in the TV industry since 1997. She began her career as traffic manager in an advertising department. Currently, she is the Head of the Commercial Department of Kazakhstan TV channels, particularly the Commercial Television Channel and the Independent Television Channel.

She has two diplomas in pedagogics and in law. She has been a member of the Supervisory Council of the Kazakh Media Association since 2011.


 **Commitment**



## HANG DO


**ASSOCIATE MANAGER, CONTENT**  
TV AD, VTV

Hang started working for Vietnam Television (VTV) after graduating from Foreign Trade University. Now a Vice Manager of the Acquisition & Sales Department at the TV Advertising & Service Centre at VTV, she is responsible for acquiring game-show formats and drama series. Audience Measurement is very important for making decisions on each of her projects.

 **Carefulness**



**WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?**

 #screenexp



## HUONG DO

### DIRECTOR

TV AD, VTV

Huong is Director of the Television Advertising and Services Centre (TVAd) – Vietnam Television (VTV) where she manages TVAd's overall operations, as well as working closely with other divisions of VTV in films producing, localising foreign formats, acquiring contents, and co-producing with domestic and international partners to maintain VTV's competitive position and profit. In her line of work, her experience in using the result of macro-level media research and audience measurement has proved its importance in planning program schedules, acquiring programs based on their quality and developing commercial air time pricing strategy.

With more than 15 years of experience in and dedicated to the media industry, Huong is instrumental in TVAd – VTV's considerable increase in revenue over the years.



**Determination**



## JULIAN DOBINSON

### DIRECTOR OF INSIGHT & RESEARCH

BSKYB

Julian Dobinson joined British Sky Broadcasting in March 2000. At Sky, Julian has held various roles with responsibility for audience and programme research, as well as consumer research and market insight. In his current role as Director of Insight and Research for Sky Media, he is responsible for audience and advertising sales research. He worked with Kantar extensively in 2004 to instigate the development of a 30,000 home return path panel – the first of its kind. He also represents Sky on the BARB Board of Directors and on the TAM Board in Ireland.



**Adaptability**





## EINAR EINARSSON

**MANAGING DIRECTOR**  
CAPACENT

Einar is a Managing Director for Capacent in Iceland. He has worked in the market research business for 20 years, the last 6 years of which he has been Managing Director for Capacent. Einar has a long experience in all area of market research and opinion polling.

During the years Einar has worked with all major companies in Iceland in many different sectors including media, finance, telecom and retail. Einar graduated in Business Administration from University of Iceland in 1993 and also has an MBA degree from the University of Reykjavik. Capacent is the biggest consulting and research company in Iceland with 100 employees. Einar is shareholder in Capacent.



**Communication skills**



## JOSÉ MANUEL ELETA

**DIRECTOR OF PROGRAMMING  
& BROADCAST**  
RTVE

José Manuel started his career in the audience measurement industry in 1993 as Head of Audience Research at Antena3, one of the most important commercial channels in Spain. He held this post until 2011, where he then moved on to become Marketing Director of RTVE, leading the audience research of TV and radio through qualitative surveys. RTVE is the public broadcaster in Spain.

He currently works as Programming and Broadcast Director of RTVE, in charge of creating the schedule of programmes and designing the promotion strategy of both generalist and thematic channels.



**Work hard**



## IBRAHIM EREN

**DEPUTY DIRECTOR GENERAL**  
TRT, TURKISH RADIO TELEVISION  
CORPORATION

Ibrahim graduated from Bogazici University in International Relations. Active in his professional life since he was a student in 2002, he founded and managed new firms in the education and technology industries. He later founded WHO Pictures and produced several programmes such as documentaries, 3D animations and commercials. From 2009-2010, he studied Media Management at Westminster University, and was also the representative of ATV Europe in England during this period. After completing his Masters, he worked as ATV Europe General Manager and Deputy Director General of ATV.

He has been the Deputy Director General of Turkish Radio Corporation since July 2013.



**Creative thinking and patience**



## LAWRENCE FEDERMAN

**INTERNATIONAL CLIENT DIRECTOR**  
CSM, PART OF THE KANTAR MEDIA NETWORK

Lawrence is the International Clients Director at CSM Media Research based in Beijing, China. In this capacity he is responsible for ensuring international client satisfaction and CSM development and growth among this important client segment.

Prior to joining CSM, Lawrence held several positions at Telmar Group Inc. in North America, Europe and Asia. His most recent Telmar position was Managing Director of Telmar Asia based in Hong Kong, China where he was responsible for managing, developing and growing Telmar's business in the Asia Pacific region. In a previous assignment he was Managing Director of Telmar Central & Eastern Europe based in Amsterdam, The Netherlands. Lawrence had his start in the advertising business as a media trainee with Telmar New York in 1993.

He is actively studying speaking, reading and writing Mandarin and he is an avid golfer and runner. He received his business degree in 1992 from Roger Williams University in Rhode Island, U.S.A. and completed an Executive Management Program at Harvard Business School in 2006.



@l\_federman



**Perseverance**



## LÁZARO GARCÍA HERRERO

**HEAD OF MARKETING AND COMMUNICATIONS  
PUBLIESPAÑA (MEDIASET)**

Lázaro has a degree in Philosophy and Educational Sciences at the University of Deusto, and a diploma in Management Development from IESE (University of Navarra). He has been working in the world of television communications since 1988, working in several sectors including sales, operations (inventory management), marketing and advertising.

In 2006 he was designated Head of Operations at AEGIS Group (Carat), taking the responsibility for global media buying for all client groups. Since then and in his current role, he has become the Director of Marketing Communications of Publiespaña (Mediaset Spain), becoming part of the Steering Committee. His role includes developing and implementing the areas of TV Commercial Marketing and Internet, and Digital Outdoor Signage. Mediaset Spain is currently one of the major media companies in Europe and the most important in Spain, with a focus on advertising.



## JOHN GILL

**GLOBAL HEAD OF PRODUCTS & SERVICES  
KANTAR MEDIA AUDIENCES**


John is Global Head of Products and Services for Kantar Media Audiences, responsible for the provision of products and for support to Audience Measurement businesses around the world.

He has extensive experience in TV audience research, and has worked for over 20 years on the BARB contract in the UK. Since 2002, John has had an international role within the global sector management group. His research team is responsible for quality and methodology issues across TAM services, whilst his Support team provide first line support to the users of Kantar Media's technology around the world. He is also responsible for the software development teams that maintain client facing software systems, and back-office processing systems.

 **Patience**



**WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?**

 **#screenexp**



## CK GUNTUR

**TAM DIRECTOR**  
KANTAR MEDIA AUDIENCES

CK is the TAM Director in UAE responsible for the UAE TAM service. CK has been an advertising professional with DDB for over 12 years in UAE, providing communication strategy and implementation for large regional advertisers in the GCC. Prior to this, he handled national media campaigns for a leading brand in India.

He has a track record of managing and implementing integrated communication strategy programs and projects efficiently in the GCC. In his current role CK's primary responsibility is implementing and maintaining a world class PeopleMeter based TAM service in the UAE. He is a post graduate in Business Administration and has a rich and varied professional experience in the media and advertising industry in the GCC.



@CK69



Perseverance



## PAUL HADDAD

**SENIOR VICE PRESIDENT DATA & ANALYTICS**  
CABLEVISION

Paul has global experience and advanced expertise in Big Data infrastructure, data logistics, science & analytics, business intelligence, and data visualization. He is known for his ability to solve complex business problems, drive revenue growth, and create efficiencies for the shareholders.

He currently leads Cablevision Media Sales' data and analytics organization including its research, audience discovery, media insights & planning, programmatic buying, as well as its campaign reporting & optimisation efforts.

Prior to Cablevision, Paul was the Senior Vice President & General Manager of Concurrent's global business, moving on to become the General Manager. As a thought leader, Paul was invited to discuss business and technology topics at over 30 national and global conferences, and was nominated for the "Technology Entrepreneur Spirit of Endeavor" award in 2011. Paul holds a B.S degree in electrical engineering from Concordia University, and has served as a member of the board of trustees of Wagner College in New York City since 2003.



Passion



## TOM HAGOPIAN

**VICE PRESIDENT, ADVANCED  
ADVERTISING SALES  
DIRECTV**

Tom Hagopian is vice president of Advanced Advertising for DIRECTV, and is responsible for all advanced advertising product development, research and analytic services.

DIRECTV is one of the world's leading providers of digital television entertainment services delivering a premium video experience through state-of-the-art technology, unmatched programming and industry leading customer service to more than 36 million customers in the U.S. and Latin America.

Prior to joining DIRECTV in 2012, Tom spent more than 20 years in the media industry in a variety of innovative leadership roles. His experience includes ten years at ESPN, and he is an original member of the IAB. Tom graduated from the University of Michigan where he earned his bachelor degree in Business Administration, and also holds an MBA from Columbia University. He has won several Emmy awards for Interactive TV Programming. Tom is a member of the Academy of Television Arts and Sciences and Producers Guild of America.

 **Curiosity**



## MATTHIAS HARTL

**MANAGING DIRECTOR  
KANTAR MEDIA AUDIENCES**

Matthias joined Kantar Media as managing director in 2012. He was responsible for setting up the Swiss subsidiary of Kantar Media Audiences. This included the set up phase for the new TAM panel, building the national office and reference sites all over the country, and bringing the service into operation in January 2013.

Before joining Kantar Media, Matthias held a number of management positions in different industries including telecommunication, energy services and in public government. His career also included leading an ICT start up company. He holds several degrees in IT, economics and an executive MBA.

 **Persistence**



## TANIA HOBBS

**GENERAL MANAGER**  
DIGITAL MEDIA SALES

Tania has spent the majority of her career working in the advertising industry as a media planner and strategist, as well as being a member of the board at MindShare South Africa. After 15 years on that side of the fence, Tania left the corporate world and began consulting, working on projects for media agencies and media owners.

Tania has also been involved in a considerable amount of training on both the media owner and agency side, with a strong focus on television. Tania was part of the project team that set up the RPD panel for DSTV in South Africa and was appointed as the General Manager of the service in April 2013, overseeing operations in South Africa and the rest of Africa.



**Commitment**



## JAMES HOLDEN

**DIRECTOR OF MARKETING & AUDIENCES**  
BBC NEWS

James is Director of Marketing & Audiences for BBC News. He is a Board Director of BBC News and leads a team of marketers, creatives, audience insight & digital measurement specialists who strive to help BBC News be valued by audiences in the UK and, increasingly, around the world. BBC News reaches around 300 million people every week across the globe via TV, Radio, internet and mobile platforms.

Previously, James was Director of Audience Insight for the BBC and before the BBC, insight roles spanned brand & advertising and international FMCG projects.



**Curiosity and a fascination with what makes people think and behave as they do**



## JOSEPH HUNDAH

**EXECUTIVE VICE PRESIDENT / CEO**  
MODERN TIMES GROUP AFRICA

Joseph was appointed as Executive Vice President of the Modern Times Group's African operations in November 2012, and has been CEO of MTG's African operations since joining the Group in 2011. Joseph previously worked for South African pay-TV operator M-Net and Supersport, and was Managing Director of the MultiChoice satellite pay-TV platform in Nigeria.

MTG's African operations comprise the free-TV channels Viasat1 Ghana and TV1 in Tanzania, Modern African Productions, and the distribution of MTG's Viasat documentary channels on third party broadcast networks in five African countries.



@Joseph\_Hundah



Perseverance



## PHILLIP JONES

**REGIONAL DIRECTOR**  
KANTAR MEDIA AUDIENCES

Phillip is the Regional Director for the South East Asia and Pacific region for Kantar Media. He oversees the day-to-day running and the implementation of services for PayTV operations, digital broadcasters and Internet IPTV providers. He is also involved in internet measurement, mobile usage and social media services.

Phillip has specialised in Media research for the past 30 years with 15 years of those as a resident of Asia. He is always on the lookout for clients who wish to join the Kantar Media family of satisfied clients.



Can do attitude, always a way to get the job done regardless the obstacles.



WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?

#screenexp



## COSTIN JUNCU

**MANAGING DIRECTOR**  
ARMA

Costin has worked with the Romanian Association for Audience Measurement (ARMA) since 2003. He was involved in selecting the sole TAM provider for the Romanian market in 2003, 2006, 2010 and 2014. He has worked together with auditors from all around Europe in order to audit the Romanian TAM service from 2004 to 2013. He is involved in conducting the day-by-day operations of ARMA.

 @birtic

 Discipline



## IBRAHIM KADIRI

**SENIOR MANAGER – RESEARCH & INSIGHTS**  
MBC

Ibrahim is a research and strategy expert with over 11 years of cross-industry expertise experience in North America and across the MENA region. Kadiri currently leads the broadcast and television research across MBC Group, with responsibility for audience, market, media and content innovation research – as well as consumer data strategy development.

Kadiri began his journey in research while working on various academic research initiatives at the University of Michigan where he earned dual degrees in Marketing and Business Management. Afterwards, Ibrahim worked with some of the leading automotive suppliers and global research agencies. Prior to MBC, Kadiri was leading the quantitative research team with Ipsos KSA, responsible for production innovation, brand tracking, advertising effectiveness and consumer understanding research.

 Sincerity





## HELEN KATZ

**SENIOR VICE PRESIDENT,  
DIRECTOR OF RESEARCH**  
STARCOM MEDIAVEST GROUP

Helen is a Senior Vice President, Director of Research at Starcom Mediavest Group, where she focuses on advanced video research and return path data. She joined SMG in May 2001 as a Strategic Research Director at GM Planworks, working for General Motors. Prior to that, Helen had her own media research consultancy. Helen has also worked at Zenith Media in New York and DDB Needham Chicago. She began her career as an advertising professor at Michigan State University.

Helen has a Masters degree in Advertising and a PhD in Communications from the University of Illinois, and was an undergraduate English major at the University of London. She has published three textbooks on advertising and media, the most recent of which is The Media Handbook (5th edition, November 2013). She is currently Chair of the Executive Committee of the Media Rating Council. Helen is a recipient of an Advertising Research Foundation "Great Minds" award for research innovation and her research for the VivaKi Pool won a Silver Jay Chiat award for innovation.



**Curiosity**



## CAROLINE KELLERHALS

**HEAD OF RESEARCH**  
MEDIAPULSE AG

After receiving a Master Degree in Sociology of the University of Berne, Caroline started her professional career within the Swissair Group. She took over the responsibility of the Research Department in the freight division. Afterwards, she was engaged as a Project Consultant at the GfK Group.

Before joining Mediapulse in September 2012, she worked for several years for the Swiss Post as a Leader of Research Department at Group Level.



**Humour**



## MANSOOR KHAN

**DIRECTOR OF MENA & SOUTH ASIA**  
KANTAR MEDIA AUDIENCES

As Director for MENA and South Asia, Mansoor has regional responsibility to lead business development activities to increase the company's footprint in this rapidly-developing part of the world. His initial education and training was in engineering, and he holds three postgraduate qualifications, including an MBA in Management from London.

He has been at Kantar Media for the last 24 years, during this time accumulating both an extensive and diverse international Television Audience Measurement (TAM) experience spanning 22 countries, of which 15 have been new TAM services. He has been responsible for the project management and start-up of many TAM services globally.

He co-authored an audience measurement paper which was later selected as one of the top 30 world research best practice papers for the last decade by ESOMAR and published in 2007 in ESOMAR's 'Best Practice – 30 Visions for the Future'.



**Having a determined & clear 'vision'**



## TAHER KHAN

**CHAIRMAN**  
AIRWAVES MEDIA

Taher is a leading name in the field of media, marketing and advertising in Pakistan. As chairman and founder of Interflow Group, he enjoys acclaim at home and abroad.

Founded 30 years ago, the Interflow Group has evolved into the biggest communication and media force in Pakistan. It owns and operates 3 TV channels, 4 FM stations, advertising agencies, media houses and over a dozen companies involved in media production and marketing communication services. Taher is an active contributor to social causes and sits on the board of several philanthropic organizations. He has taught as a visiting professor at leading business schools and frequently lectures at seminars and conferences in Pakistan and abroad.



**Risk taking**




## FRANK KLAUSEN

**ASSOCIATE DIRECTOR**  
TNS GALLUP, PART OF THE  
KANTAR MEDIA NETWORK

Frank has been involved in the TNS Gallup development for many years, responsible for the operation and development of both TV Meter systems, the Gallup Forum access panel and the Netbehaviour internet panel.

Frank helped to establish the first electronic television measurement in Denmark in 1991. He has been involved in numerous projects across the organization, in particular internet traffic and audience measurement. He has been the director of TNS Gallup TV and Radio Measurement since 2008.

 @frankklausen57

 Patience




## HOUDA KOUSSA

**OWNER**  
ARCHERS


Houda is the founder and Managing Director of Archers, a Brand and Research Consultancy agency. She brings her considerable talents and experience to the research industry. Houda is considered to be one of the most experienced media researchers in the region evidenced by the consultancy tasks that she has taken with several large media groups such as MBC, Rotana and Abu Dhabi Media. She has presided several TAM committees as well as played an active role on TAM technical committees in the Middle East.

Houda has a proven track record in developing data-based and actionable marketing and advertising solutions, possessing a vast array of professional experience that includes work for Qatar Foundation, P&G, OSN, Red Bull, GM, MBC Group, MARS, Rotana, The Pearl and ART. Her in-depth knowledge of the media and digital landscape is underpinned with a PhD in Mass Communication.

 **Credibility and strong research analytical skills combined with strong know-how in marketing and media**



**WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?**

 #screenexp



## LV KRISHNAN

**CEO**  
TAM MEDIA RESEARCH, PART  
OF THE KANTAR MEDIA NETWORK

LV joined TAM Media Research in October 2000, focussing on developing TAM as a key brand within the Indian Media industry. LV's experience stretches back almost 25 years, and in this time has worked across Mediacom (Grey India) and JWT & Starcom. While working at Starcom, his work on Coca-Cola went on to win the Starcom's most prestigious global media award, "North Star".

He and his team have presented a number of their research papers on "Breaking Program Loyalty" in ESOMAR conferences in Tokyo as well as in Montreal, and also in Canada on "Reincarnating TAM Panelists". They have planned & launched new divisions under TAM such as TAM Sports, Eikona PR Track and Radio Audience Measurement (RAM).

Today, looking back at the last two & half decades, including 14 years in TAM, in his words, "It has certainly been an experience full of fun, challenges, innovations and a lot of dare devil acts."



Patience



## PUSHKAR KULKARNI

**INTERNATIONAL BUSINESS  
DEVELOPMENT DIRECTOR**  
KANTAR MEDIA AUDIENCES

Pushkar joined Kantar Media Audiences in 2006, and is currently part of the Global Business Development team. His current role encompasses new initiatives in audience measurement such as portable measurement, VirtualMeter & Internet Audience Measurement (IAM) as well as reacting to new opportunities in the area of evolving audience measurement systems worldwide. He is also involved in initiating return path data services in India & the Middle East.

After completing an MBA in Marketing, Pushkar started his career in India in 1996 with IMRB, and was part of the team that introduced PeopleMeters in India. He then moved to the Middle East to work with Research International / AMRB in Dubai and gained experience in Consumer Research across the Middle East and North Africa region. The penchant of working in new markets made Pushkar move to TNS Egypt in 2005. In Cairo, Pushkar headed the Media Research group across North African countries comprising of Egypt, Morocco, Algeria and others.



@pushys11



If anyone can do it... I can do it better.



## METTE LEHRMANN

**HEAD OF RESEARCH**  
TV 2

Mette is the Research Director TV 2 Denmark, and has worked in this role since 2006. TV 2 Danmark is the largest broadcaster in Denmark. She also currently holds the position as Chairman of the Danish TV-Meter Steering group.

Earlier in her career, Mette was Research Director at Danske Bank, the largest player within financial banking, for 10 years.



**The need to have fun at work**



## JØRN LEIPART

**DIRECTOR – MEDIA**  
TNS GALLUP, PART OF THE  
KANTAR MEDIA NETWORK

Jørn heads the Media Sector Business at TNS Gallup Norway as well as acting as Regional Business Development Director for TV and Radio audience measurement in Scandinavia and the Nordic region of Europe, on behalf of Kantar Media Audiences.

Prior to joining TNS in 1999, he worked as Head of the Survey Division at Statistics Norway for several years. Jørn holds a Masters degree in Political Science from VPI in the USA.



@jyleipart



**Trust**



## JIM MACLEOD

**PRESIDENT & CEO**  
BBM

Jim is President and CEO of BBM Canada. BBM has focused on using measurement technology and today operates a PPM based system that reports the expected minute based currency, plus cross media single source radio and television data, out of home for radio and television, live streaming, and now Non-Linear VOD audiences.

Jim joined BBM in 2001 after a career in broadcast that included President and CEO positions and ownership of radio stations. Jim has two daughters, and lives with his wife Nancy in Hamilton, ON.



@jameskssi



**Ability to focus on solutions.**



## JOHN MCCARTHY

**GLOBAL MARKETING  
COMMUNICATIONS DIRECTOR**  
KANTAR MEDIA AUDIENCES

John is responsible for the marketing, communications and PR strategy for the worldwide audience measurement and associated services within Kantar Media.

He instigated The World Audiences Summit in 2011, Kantar Media's flagship event which brings together senior decision makers and industry thinkers from over 35 markets across the world.

In addition to this he oversees the UK marketing communications of the companys plethora of services including customised media research, media monitoring and evaluation, TGI marketing and media, data and consultancy, and audience measurement.

He joined Kantar Media (then TNS Media Intelligence) eleven years ago. John read Business in Bristol, UK.




## JED MEYER

**US RESEARCH DIRECTOR**  
ANNALECT

Jed serves as US Research Director for Annalect, part of Omnicom Media Group. Jed is focused on developing models and processes to support and sustain the integration of online and offline data across all Annalect platforms and global markets, creating a single communications planning source.

Prior to joining Annalect, Jed spearheaded Nielsen's entry into both online ratings and set-top box data. He also conceptualized and brought to market Nielsen DigitalPlus, a ground-breaking new approach to audience measurement. On a global level, he has championed the China Media 2.0 strategy, moving the company away from legacy product lines and towards a dynamic locally-lead joint venture focused on advanced audience analytics.

Jed was named one of Broadcasting & Cable's 2012 Digital All-Stars and is the Board Chair for the Prospect Park YMCA in Brooklyn, NY. He holds a BA from Columbia University.

 @JedMeyer

 Tenacity




## LILIANA MIHAILESCU

**MANAGING DIRECTOR**  
KANTAR MEDIA AUDIENCES


Liliana is the Managing Director of Kantar Media Audiences Romania and has over 20 years of management experience in television audience measurement. After finishing her education as an electronic engineer from the technical University of Bucharest in 1991, she joined the Motorola Company as a Radio Communication System Designer before starting her career in TNS CSOP in 1994 in the Monitoring Department.

Liliana has been responsible for setting the first electronic Television Monitoring System in Romania in 1998. Until 2007, she coordinated the TV Monitoring Department to deliver monitoring data in time and according to contracts specification. She plays an active role in contributing to system performance settlement in accordance to ARMA requirements within the Technical Committee.

 **Perseverance, curiosity and hard work.**



**WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?**

 #screenexp



## GYUNGSOOK MIN

**CEO**  
TNMS

Min Gyungsook is the founder and CEO of TNmS. She holds a PhD in Mass Communication, and is a pioneer in the Field of Audience Measurement in Korea.

She started off her career as a Senior Research Fellow in Korea Broadcasting Advertising Corp., and moved on to become the Director of the Korea Advertising Society and the Vice President of the Digital Advertising Forum. In 2010, Min patented the VOD AND IPTV measure PeopleMeter.



## EDUARD NAFRIA

**TECHNICAL & COMMERCIAL  
MANAGING DIRECTOR**  
KANTAR MEDIA AUDIENCES

Eduard Nafria holds a degree in computer science and a PhD in statistics at the Polytechnic University of Catalonia. In the academic field, Eduard has been a Professor of statistics in the UPC and currently teaches analysis of audiences in the Master of Sports Journalism at the International University of Catalonia. He is a founding member and was a member of the first Board of Directors of the Catalan Society of Statistics.

Eduard's professional career has always developed in the world of the TAM. First as head of statistics of Sofres, and moving on to become a Software Development Director at TNS, he is currently Technical and Commercial Managing Director of Kantar Media. He has been the creator and Director of InfoSys for 15 years. He is married, a father of 6 children and practices sports, especially cycling and running.



@EduNafria





## ALEXANDER NECHAEV

**DEPUTY CEO**  
NTV

Alexander was born in 1978 in Moscow, Russia and graduated from Moscow State University with distinction in 1999. In 2002 he completed post-graduate study in Philosophy / Cultural Sciences.

From 1997-2000 Alexander worked in International Communications agencies, and in 2000 he became the Head of PR for Afisha.ru. In 2001 he joined NTV Channel, and two years later became the Head of Marketing. In 2004 Alexander left NTV to start his own communications agency, with the Sochi 2014 Bidding Committee as of the anchor clients.

In 2006 he returned to work for TV as the Head of International Marketing for Channel One Russia. In 2008 he was appointed Deputy CEO / Head of Programming of NTV broadcasting company, and for the last 6 years has been in charge of strategy, programming, audience analysis, creative teams' and brand management, promotion and new media. In 2012 NTV became Russia's most watched TV channel for the first time.



## KELD NIELSEN

**GLOBAL COMMERCIAL DIRECTOR**  
KANTAR MEDIA AUDIENCES

Keld has over twenty years in media research after gaining a Masters degree in Electronic Engineering the Copenhagen University and a Masters in Psychology NLP.

He started his career in the European Space Agency (ESA) working out of Australia. He made the jump to the cable television industry in Sweden and by the early 90s, had joined the media research industry. He was responsible for setting up the first TAM service in Denmark. He later joined the board of directors in TNS Gallup Denmark and was responsible for media research and media intelligence. In 2008 he moved within Kantar and joined the central Kantar Media Audiences management board in London. Keld is a regular speaker at international media conferences.



Patience



## ALEXANDER NIELSEN

**DIRECTOR OF NORDIC RESEARCH**  
SBS DISCOVERY MEDIA

In his role as Director of Nordic Research at SBS Discovery Media, Alex ensures a pan Nordic view of the positioning, performance and trends of the combined SBS Discovery TV-Channel, Digital, and Radio portfolios. He also commissions analyses of the competitive set and the behaviour of consumers, advertisers, and distributors in the Nordics.

Prior to this, Alex was the Country Manager for Norway and Nordic Research Director at Discovery Networks International, championing the first launch of TLC network outside of the US. Alex has also been Research Director at TechEdge, pioneering new commercial and program analyses of TAM data across different regions in the world. His career in international market research started at DR, the public service TV-station in Denmark.

Alex enjoys, in his words, "finding the raw diamond – that one special piece of data – in the overflowing rivers of information", and studying raw data files from TAM and other surveys.



**Openness to new ideas**



## ALLISTER NIXON

**CHIEF OPERATING OFFICER**  
KANTAR MEDIA AUDIENCES

Appointed Chief Operating Officer of Kantar Media Audiences in June 2011, Allister previously held the position of Chief Financial Officer. A graduate of York University, Strathclyde Business School and a member of the Institute of Chartered Accountants of Scotland, Allister has more than 15 years' experience in operational and financial management.

Allister joined the senior management team of Kantar Media Audiences (previously TNS Media Research) in 2004 after previously having held financial management positions for Johnston Press plc, Allied Domecq plc and Reuters plc.



**Hard work**



## OSCAR NOGUEIRA

**ANALYSES AND AUDIENCES CHIEF**  
TELEVISIÓ DE CATALUNYA (TV3)

Oscar studied Statistics at the University of Barcelona, with complementary training in EAE Advertising and market research for AEDE MO.

In 1995, Oscar joined the Department of Hearing Research TV3 as a trainee and was made the Head of the Department a year later. In addition to this responsibility, Oscar was first coordinator and has been Head of Programming at TV3 since June 2008.

In 2006 he won the award for 'Most Innovative Paper' at AEDEMO's television audience Seminar. In 2009 he won the 'Best Paper Award' at the same seminar. He has taught many sessions specific to Catalan universities including UB and UPL. In 2010 he created and directed the programme The Game of TV3 which has had 64 prime-time broadcasts on TV3.



@oscarxnogueira



Work and luck



## CHRISTOPHER O'HEARN

**GENERAL MANAGER**  
EMMC

As General Manager of EMMC, Christopher runs the UAE's television ratings service, tvview, on behalf of industry stakeholders. tvview is the first general TAM system in the Arab world. Chris has been in the UAE since October 2007, initially as a senior consultant advising on the setup of a media enterprise facility in Abu Dhabi and later managing the setup of a new pay TV platform.

Previously Chris was involved in online content acquisition, sales and licensing in commercial archives for ITN in the UK, and various management and production roles for Associated Press Television in London and New York. He has also worked for Sky News and Reuters in London and the Australian Broadcasting Corporation in Sydney, Canberra and Darwin.

Chris has a professional management qualification and a Masters degree in Project Management from Liverpool University.



@tvviewuae



Competence



WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?

#screenexp



## ELENA OKHLOPKOVA

**MARKETING AND ADVERTISING  
COMMITTEE COORDINATOR**  
RUSBRAND

Elena started her career in marketing in Russian food distribution companies, moving onto European tea and coffee companies such as Paulig and Tetley. Through the years, she has gained broad experience in FMCG marketing & branding, leading brands and categories in the Russian market as well as launching Russian brands in international markets.

Elena was trained in 1998 at strategic consultancy company Promar International in the UK. In 2002 she participated in 'The President' programme and obtained a diploma in marketing, followed by an MBA in 2007.

She currently leads a Marketing & Media Committee in non-commercial business association RusBrand.



Learning



## BENGT OLSSON

**EXECUTIVE VICE PRESIDENT**  
TNS SIFO, PART OF THE KANTAR  
MEDIA NETWORK

Bengt has been in the market research business for more than 30 years. He is now Executive Vice President at TNS-Sifo.



Curiosity



## UMIT ONAL

**CHAIRMAN**  
TIAK

Umit graduated from the Public Relations and Advertising Department of Istanbul University, from the Public Relations and Advertising Department. From 1993 to 2007, Umit worked as the Advertisement Selling Department Manager at various television channels in Turkey.

Since 2007 he has been the President of the Advertisement Department of Turkuvaz Media Group (which includes television channels, various magazines and digital media and radio).

He has been the chairman of TIAK (MOC) since 2013; the organisation measuring the TV ratings in Turkey.



**Creative thinking and patience**



## DIANA ONG

**HEAD, MEDIA & CONSUMER INSIGHTS**  
MEDIACORP

Diana joined MediaCorp in 1995 and has been involved in media research since. In addition to TV Audience Measurement, she is also responsible for Radio, Print, Online, Out-Of-Home, mobile and integrated measurements for the group's multi-media platforms.



**Passion**



## SAMIR PAUL

**GROUP BUSINESS DIRECTOR,  
MEDIA AND PANEL RESEARCH**  
SIRIUS MARKETING AND SOCIAL  
RESEARCH LTD

Samir currently works at SIRIUS Marketing & Social Research Limited as Group Business Director, Media and Panel Research. He joined SIRIUS in 1998, and worked there for ten years. After a three year move to Toronto, he moved back to Bangladesh in early 2011 and re-joined SIRIUS in the position of Head of Media Research.

During his tenure, SIRIUS Media Research team switched to People Meter technology in 2006 from the diary method. SIRIUS Media Research also undertakes National Media Surveys (NMS) in the country. NMS has been the immense source of media base line data on media ownership and behaviours.

Samir graduated with an MSc in Statistics from Jahangirnagar University, and completed a Post Grad Diploma in Computer Science from Bangladesh Institute of Management.



**Passion for playing with data**



## DOUG PEIFFER

**CEO**  
OZTAM

Doug has a 25 year media research career specialising in audience measurement and has worked for the two biggest research companies, Nielsen and TNS, in several roles across several countries. Doug also spent nearly a decade at Network Ten in Australia as head of Strategy, Integration and Research.

Currently, Doug is holding the CEO position at OzTAM.



**Persistence**



## ┌ GUNNAR PETTERSSON ┐

**DIRECTOR OF RESEARCH**  
VIASAT BROADCASTING

Gunnar is currently heading up the research activities of Viasat Broadcasting, one of Europe's largest broadcasters operating over 100 channels in 37 different countries. Viasat is owned by the Swedish media group MTG. The research projects in Viasat spans the entire spectrum of broadcaster and TV research ranging from audience measurements, quantitative and qualitative consumer research and broad macro surveys, to supporting current and new product and market developments.

Gunnar has been with the company for a total of 13 years. His career started with the global media agency Carat in Sweden and later the Nordic Region, where he held different positions for seven years and was among other heavily involved in creating what is today known as Carat Insight in Sweden, which specialises in selling customised research to advertiser clients. Since 2013, he has been a member of the board of EGTA.

 Curiosity




## ┌ DAVID PHILLIPS ┐


**PRESIDENT & COO**  
BBM ANALYTICS

David is President and COO of BBM Analytics, joining the company for its launch in August 2006. BBM Analytics works with Canada's largest broadcasters and advertising agencies, helping them make sense of their audiences and programming through software and data.

David began his career selling classified ad space to car dealers in London, England. Luckily for all concerned, he's not doing that anymore. He spent 5 years working in London, culminating in a stint running the media owner division of TGI, Britain's qualitative currency. After moving to Vancouver 10 years ago, he joined BBM Canada, before moving to Toronto to run BBM Analytics.


David has a master's degree in modern European culture, something which has never been useful since. His obsessions include politics, history, running, music and clouds and he is blessed with a wonderful wife and two beautiful sons.

 @davidphillips73

 Curiosity



WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?

 #screenexp



## OLIVER PISCHKE

**CEO**  
KANTAR MEDIA SPRING

Oliver studied Management and Information Systems at Penn State University. He founded the company Spring GmbH & Co. KG together with Christopher Wirtz in 1995.

Over the last 19 years Oliver has led the company in the role of the CEO. During this time the company has established Internet Audience measurement solutions in countries including Germany, Austria, Switzerland, Spain, Romania, Norway, the Baltics and Finland and is supporting numerous TAM operations with their technology. While mainly focusing on the development of the business beyond his general management obligations, Oliver has also taken active roles in the design and implementation of new technologies facilitating audience measurement for Internet and TV in the current changing and converging environment.



**Perseverance and veracity**



## MANDY POOLER

**DIRECTOR, COMMUNICATIONS  
& BUSINESS DEVELOPMENT**  
KANTAR

Mandy is a Director at Kantar, the parent company for one of the world's largest insight, information and consultancy groups with 28,500 employees working in over 100 countries and across the spectrum of research and consultancy disciplines.

After leaving Jesus College, Mandy spent two years in marketing at The Thomson Organisation. She then joined ad agency Ogilvy & Mather, becoming Media Director in 1991.

In 1998 she was one of the founders and the first UK CEO of WPP's media organisation, Mindshare, and after three years, moved to WPP Head Office and then to Kantar in 2006. She was previously Chairman of AGB Nielsen, and has held a number of non-executive positions, including fashion group New Look plc, digital incubator The Accelerator Group and advertising agency Albion. She is currently a non-executive director of HighCo SA, a publicly quoted European marketing services company and Moo.com. She is a fellow of the Institute of Practitioners in Advertising and the proud mother of twenty-three year old twins.



@pooler\_mandy



**Northern grit**





## JONNY PROTHEROE

**HEAD OF MARKET INSIGHTS, UK**  
GOOGLE

Jonny has been at Google for 4 years and is the Head of Market Insights UK team. The team focuses on understanding the evolving digital consumer, online advertising effectiveness, and cross-media planning and evaluation techniques. Prior to joining Google, Jonny spent 7 years at Aegis Media UK.

When he's not grappling with the latest media research challenges he can be found watching Arsenal or participating in a North London pub quiz (never using Google on his phone to cheat).



**Curiosity**



## DARIA PUGACHEVA

**HEAD OF RESEARCH**  
PROF MEDIA

Daria started her career at TNS Russia in 2007. Since 2011, she has worked for one of the biggest entertainment media holdings in Russia as a Head of Research for 3 TV channels – Tv-3 Friday TV and 2x2. In her work she most likes to explore the effect of unusual events on TV watching, for example- the Olympics or the situation in Crimea and Ukraine.



**Calm – everything in it's right place**  
(Radiohead)



## GUDNI RAFN GUNNARSSON

**HEAD OF MEDIA RESEARCH  
CAPACENT**

Gudni began working at Capacent in 2000 after graduating with a BSc degree in business administration from the University of Iceland. Gudni is head of media research and consumer measurement.

Amongst other projects he oversees are Portable People Meter measurements of TV viewing and radio listening which Capacent have been conducting in cooperation with Kantar Media since 2008. Gudni is a shareholder in Capacent and has over the years worked with many of the biggest companies in Iceland.



**Hard work**



## BHARAT RANGA

**CHIEF CONTENT & CREATIVE OFFICER  
ZEE ENTERTAINMENT ENTERPRISES LIMITED**

Bharat is the Chief Content and Creative Officer at Zee Entertainment Enterprises Ltd where he oversees content and creative strategy. He has been with the organisation since 1998 and his last assignment at ZEEL was in the capacity of Executive Director, managing the International Business. Prior to joining ZEEL, Bharat was with major media organizations including Times of India. A Commerce Graduate from the University of Rajasthan, Bharat received his MBA from the University of Ajmer and an Advanced Management Program from Wharton Business School, USA. A flair for logic, an eye for aesthetic and an ear for good music makes Bharat a simple individual with positive spirits.



**Desire**



## DAN ROSENFELD

**SENIOR DIRECTOR OF  
ADVERTISING RESEARCH**  
DIRECTV

Dan is Senior Director of Advertising Research for DIRECTV, one of the world's leading providers of digital television entertainment services. Dan leads advertising research efforts for DIRECTV, supporting all ad sales products, including Addressable, Interactive and Digital Ad Sales. Prior to joining DIRECTV in April, 2014, Dan worked on some of the most iconic brands in television, including Turner Entertainment, The History Channel, and most recently, NBC News, where he led the Ad Sales Research group. Dan started his career in strategic research at Mediavest Worldwide, working on the Kraft account. He is a graduate of the University of Michigan where he earned his B.A. in English Language and Literature.



Appreciating a good challenge



## ALI ROWGHANI

**CHIEF OPERATING OFFICER**  
TWITTER

Ali is the Chief Operating Officer for Twitter, Inc., the world's preeminent real-time information network. Among other functions, Ali currently oversees Twitter's consumer product, media partnerships, mobile carrier and OEM relationships, and developer platform. He previously served as Twitter's first CFO and helped guide the company's monetisation and fund-raising strategy from 2010 – 2012.

Before joining Twitter, Ali spent nine years at Pixar Animation Studios, where he served as the Chief Financial Officer and Senior Vice President of Strategic Planning from 2006-2010. Before Pixar, Ali spent four years at McKinsey & Company, a global management consulting firm, spending time in Germany and Japan during his tenure.

Ali holds a Bachelor of Arts degree and a Master of Business Administration degree, both from Stanford University. Born in Iran, Ali moved to Dallas, TX with his family when he was five years old. He remains a huge fan of the Dallas Cowboys.



@Rowghani



WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?

#screenexp



## KIRSTEN RUDD

**AMS MANAGER**  
SKY TELEVISION NEW ZEALAND

For the last five years, Kirsten has managed SKY New Zealand's RPD panel. In conjunction with the Kantar Media account management team led by Paul Ruston, SKY NZ has been able to develop the service to report on recorded as well as viewed programming by PVR homes, expanded programming information to be able to conduct advanced analysis on network deals, and report on total SKY box usage.

This year SKY NZ and Kantar are working to develop reporting on viewing of the VOD library.



Balance



## PAUL RUSTON

**BUSINESS DEVELOPMENT DIRECTOR –  
RPD SERVICES**  
KANTAR MEDIA AUDIENCES

Paul is the Account Director of the RPD Services in New Zealand and Germany and involved in the marketing and business development of further return path data services. He has been with Kantar Media for over 10 years in a variety of roles. These have included Client Service Manager for the TV Bureau in the UK and the Marketing Manager based in Sydney where he was instrumental in launching Infosys and establishing the return path data services in Australia and New Zealand.

Prior to joining Kantar Media Paul was a management consultant with KPMG for 4 years and worked for ITV sales for 2 years.



Desire for knowledge




## ERIC SALAMA

**CEO & CHAIRMAN**  
KANTAR

Eric is Chairman and CEO of Kantar, WPP's data investment management division. Kantar clients include FTSE and Fortune 100 companies. Kantar brands include Center Partners, Kantar Japan, Kantar Media, IMRB, Lightspeed Research, Millward Brown and TNS.

Between 1994 and 2002 Eric was a Main Board Director of WPP Group. He was Group Strategy Director, and also CEO of wpp.com, the Group's vehicle for developing digital capabilities. Preceding that, Eric was MD of The Henley Centre, Europe's leading consumer consultancy. Earlier, he was a researcher and speechwriter to The Labour Party Foreign Affairs Team.

He has a BA in Politics, Philosophy and Economics, Trinity College Oxford and an MSc with distinction in Economics, Birkbeck College London. Eric is a non-executive director at DFID (the UK Government's Department for International Development) and was previously a non-executive director of The British Museum.

 @ericshalama

 **Common sense**



## SERGEY SALNIKOV

**HEAD OF RESEARCH**  
VGTRK

For the last four years, Sergey has managed the research service at TV Channel Russia. As a Head of Research Sergey is responsible for quantitative and qualitative research programmes of VGTRK channels.

 **The desire to explore the world**



## JUSTIN SAMPSON

**CHIEF EXECUTIVE**  
BARB

Justin was appointed as Chief Executive of BARB in 2012 following a variety of roles within the media industry. During his time as Managing Director of the Radio Advertising Bureau, he had responsibility for audience research policy and was a RAJAR board director. He was also responsible for establishing an electronic trading system for commercial radio advertising.

At ITV he was responsible for relationships with advertisers and trade marketing strategy. He was also Chairman of Thinkbox, during which time he laid the groundwork for the appointment of its executive team. Leaving ITV, he joined AGB Nielsen as Managing Director of its UK operation. He was responsible for ensuring the business became an effective supplier to BARB before moving to Kantar, where he spent a year working on the post-merger integration of TNS. Justin lives in South London with Rachel and their two teenage sons, Alex and Tom.



Curiosity



## CARLOS SANCHEZ

**CO-FOUNDER**  
THE DATA REPUBLIC,  
PART OF KANTAR MEDIA

Carlos founded The Data Republic in 2011 with three other partners, a start-up that works by analysing social data gathered from social networks with the aim of applying this huge new source of information about consumer behaviour to generate a new market research methodology. In May 2012, The Data Republic launched Tuitele, which has offered the Spanish TV networks and advertisers a new way to analyse TV audiences, as well as to plan and measure advertising effectiveness.

In April 2014, The Data Republic was acquired by Kantar Media to become its global Social TV unit.

Carlos graduated in Economics from Universitat Pompeu Fabra, and has developed his professional career in the fields of market research and entrepreneurship, both in the public and private sectors.



@casago\_



Self-confidence



## LYLE SCHWARTZ

### MANAGING PARTNER IMPLEMENTATION RESEARCH AND MARKETPLACE ANALYSIS GROUPM

As Head of Research and Marketplace Analysis, Lyle's responsibilities include designing, developing and implementing approaches that provide GroupM clients with superior marketplace intelligences. He is also charged with monitoring the current landscape, linear and non linear, and identifying trends and opportunities for GroupM clients.

Lyle re-joined GroupM from A&E Television Networks where as VP Research he was responsible for directing the research department in providing research and insights to the National and Affiliate Sales teams, programming and marketing for the various A&E endeavours. During his tenure he was involved in the naming, marketing and positioning of its two new digital channels. Prior to leaving A&E, Lyle was a 14 year veteran of Y&R (now part of GroupM) where he developed the account planning group within Strategic Media Research.

Lyle is a graduate of Hunter College and lives in Airmont, New York with his wife, Marjorie and his three children Brittany, Aaron and Scott.



Not understanding the word 'no'



## GISELA SEELEY

### HEAD OF RETURN PATH DATA (SOUTH AFRICA) TNS

Gisela heads up TV audience measurement and custom research for TNS in the African region. She received her BSc at Rhodes University in South Africa and began her research career in Botswana and Namibia. Gisela gained experience in different business sectors over the last 13 years with specific focus on telecoms and media, and she has extensive experience working in different developing markets.

She has taken responsibility for establishing Return Path Data Audience measurement services in South Africa, Nigeria, Kenya and Angola and has an in-depth understanding of the TV landscape in these markets.



Tenacity



WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?

#screenexp



## ISABEL SERRANO

**GLOBAL ONLINE AND STRATEGY DIRECTOR**  
KANTAR MEDIA AUDIENCES

As well as holding responsibility for online development and strategic activities across Kantar Media Audiences, Isabel is responsible for the businesses activities in North Asia and other countries.

Isabel holds a degree in Politics and another in Law and worked for eight years as Marketing and Research Director for radio and television in Spain and France. She joined TNS in 1992 as International Media Research Director. Her other achievements include responsibility for the creation of CSM (CVSC Sofres Media), a joint venture with the Chinese Government that has become the recognised TV audience measurement currency for the nation, covering over 100 cities and 24 provinces; in addition to the creation of CTR (combining WorldPanel, Advertising Expenditure and TGI services in China).



Perseverance



## GEORGE SHABABB

**PRESIDENT, NORTH AMERICA**  
KANTAR MEDIA AUDIENCES

George Shababb is President of Kantar Media Audiences NA and is responsible for the strategic planning and development of products and services related to digital audience measurement in the United States. Under George's leadership, Kantar Media Audiences successfully pioneered the introduction of TV audience measurement services based on return path data from digital set top boxes.

George has been widely recognized for achievements in the field of digital audience measurement. For his work, he was named the 2009 silver recipient of the prestigious ARF Great Mind award for innovation. In addition, in 2007 and 2009, he was named one of the Mediaweek 50, featuring the 50 most indispensable executives shaping the future of media.

George is a past member of the ARF Board of Governors. He is a frequent panelist at industry conferences and has been featured in the Wall Street Journal, BusinessWeek Online, Advertising Age and Adweek among other key industry publications



@gshababb



Persistence





## POLINA SLOBODCHIKOVA

**HEAD OF ANALYTICAL DEPARTMENT**  
VGTRK

Polina has worked within the TV industry since 2002, after graduating from Lomonosov Moscow State University with a degree in Sociology.

Polina currently operates as Head of the Analytical Department at TV channel Russia 1.



**Hard working**



## PAUL SLY

**CORP VP NATIONAL AD  
SALES AND STRATEGY**  
CHARTER MEDIA

Paul has been connecting audiences with local, regional and national advertisers for almost 30 years. Paul began his media career in 1986 at CBS Radio, where he sold campaigns and then led radio ad sales teams. After watching the impact of CNN's coverage of the Gulf War in 1991, Paul joined the cable industry as a spot TV advertising seller at the St. Louis Interconnect.

He moved through the cable sales leadership ranks, serving as VP/GM, Regional Vice President and then Divisional Vice President of Ad Sales for Charter Media, the advertising sales arm of Charter Communications. In 2008, Paul moved to Charter Media's Corporate Ad Sales Team as VP of National Ad Sales and Development. In this capacity, he leads Charter Media's National Ad Sales strategy, Advanced Media and Audience Measurement business, and Political Ad Sales Strategy.



**Empathy**



## JASMIN SOHRABJI

**CEO, INDIA AND SOUTH EAST ASIA**  
OMNICOM MEDIA GROUP

A double post-graduate in Economics & Business Management, Jasmin started her career in Economic Research, but soon decided Media Planning was her true passion and calling. Today, she is one of the most respected media professionals, winning recognition in India, and globally. In the 20+ years of her Media Career, Jas (as she is fondly known), has collected multiple accolades and distinctions, including recognition as “Agency Head of the Year 2009” (by MEDIA Magazine, APAC), “Agency Innovator 2009” (by Internationalist Magazine, UK) and ranked #1 most influential woman in advertising IIMPACT magazine, India – 2012, 2013, 2014).

In 2007 Jasmin set up OMD in India, taking it to the top 5; and #1 agency on growth and momentum. In 2013 she has been given the additional responsibility of managing Omnicom Media Group South East Asia.



**Commitment**



## IRINA SUANOVA

**HEAD OF ANALYTICAL & CONSULTING DEPT., TAM**  
TNS, PART OF THE KANTAR MEDIA NETWORK

Irina graduated from the People’s Friendship University of Russia with a degree in Sociology. She joined TNS Russia in 2007 as a research manager, with a specific focus on TV Audience Measurement. Since 2009, Irina has been the Head of the Analytical & Consulting Department in the TV audience measurement, providing the key market players with client support and analysis of TV and programming trends.



@irina\_suanova



**Self-confidence**



## MIKAEL SUNDLIN

**HEAD OF RESEARCH**  
MTG

Mikael started his career as an Engineer, constructing the third-row seat of the Volvo XC90. He switched careers and moved to work in media in 2000, where he has stayed for the last 13 years. He is currently Head of Research & B2B at MTG TV, Scandinavia's largest broadcaster in the Nordic region. He manages a team that has a central role within the company, and primarily works for the Sales Department and the Management Team for TV/Online.

His main objectives are to develop their media research within advertising effectiveness, audience measurement, sales strategy and CRM platform. He represents MTG's interest in committees and JICs within audience measurement, sales research and was one of the founders of the Swedish version of Thinkbox ([www.reklamkraft.tv](http://www.reklamkraft.tv)).

His motivation is to make people inspired, enlightened and believe.

 **Curiosity**




## LARS THUNØ

**HEAD OF RESEARCH**  
DR


Lars has been working with Audience Research from a broadcasters perspective for 20 years in the commercial as well as the PSB sector.

He has worked for the last 15 years as Audience Research Manager.

 **The ability to see patterns wherever they appear**



**WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?**

 **#screenexp**



## VIVIAN Y. TIN

**HEAD, CUSTOMER BUSINESS DEVELOPMENT**  
ABS-CBN CORPORATION

Vivian Tin is the head of Customer Business Development of ABS-CBN. The division is tasked with providing direction by helping develop a thorough sense of what the customers need, as well as detecting emerging patterns so the company can develop appropriate new products, contents and markets. The division provides consumer as well as market insights and information to support strategic and tactical business decisions for ABS-CBN Parent (Free TV, Radio, Regional Networks) and all its subsidiaries (8 Cable Channels, ABS-CBN Global, ABS-CBN Film – Movie Production, Star Records, Sky Cable – biggest cable operator, ABS-CBN Publishing – 9 glossy magazine titles, ABS-CBN Interactive – online services and ABS-CBN Mobile).

Ms. Tin joined ABS-CBN in 2003. She graduated magna cum laude with a Bachelor of Arts Degree in Political Science and her graduate studies on Applied Statistics, both at the University of the Philippines and Advanced Management Program from Harvard Business School.



## ENKHTUNGALAG TOGTOKH

**MANAGING DIRECTOR**  
MAXIMA MEDIA

Enkhtungalag joined Maxima Media LLC in 2011 as a Project Director of “TV Audience Measurement – Mongolia” and was in charge of successfully introducing the first ever electronic TAM system in the country in partnership with Kantar Media, UK and TNS, Russia. Enkhtungalag is responsible for overseeing the project team in every aspect. By the beginning of 2012, she was promoted to Managing Director of Maxima Media LLC.

Prior to joining Maxima, she worked as Training and Development Manager at Energy Resources LLC, one of the largest international coal mining companies. As a high level manager, she oversaw and managed all HR development activities within Energy Resources’ group of companies and was also responsible for ensuring the successful implementation of the local community development projects. Under her direct supervision, Ukhuaa Khudag Heavy Equipment Operators Training Center was founded in 2010.



Hard work



## SOPHIA TOH

**Senior Director, Marketing ROI**  
VISA

Sophia manages Marketing ROI at Visa. She is responsible for the approach and solution for ROI measurement for all of Visa's major marketing investments globally. She leads the effort to establish guidelines on what and when to measure and develops annual measurement plans for each country. Her in-house MROI team serve both as data experts and campaign planning/optimization consultants.

Sophia has been practicing marketing measurement for over 18 years. Prior to Visa, she led data and analytic practices at both research/supplier levels and top tier advertising agencies. Her favourite saying is "Test, Measure, Optimize." What she enjoys most about her work is making a complex statistical approach simple for marketers to understand so that they embrace the insights and have fun in using knowledge to drive decisions.

Sophia holds a Bachelor of Business Administration degree in Finance and Accounting from Texas A&M and an MBA in marketing from Regent University.



**Passion about what I do, sharing the fun and excitement about delivering actionable insights**



## PETER TORTORICI

**CEO**  
GROUP M ENTERTAINMENT

One of the television industry's most respected executives and involved with some of television's biggest hit series, Peter has served as President of two Broadcast Networks (CBS and Telemundo). He has developed and produced top-rated shows, created new businesses for some of Hollywood's most prolific studios and production companies and now is at the leading edge in defining new relationships between brands, content and media.

Peter joined MindShare and founded MindShare Entertainment in 2003. He later established similar units at MEC and MediaCom and formed and founded GroupM Entertainment as a worldwide content producer. Currently serving as CEO of GroupM Entertainment Global, Peter provides worldwide leadership to GroupM's content initiatives in financing, producing and distributing content. He further represents WPP's investment on the board of VICE Media.



## MAI TRAN

**MANAGING DIRECTOR**  
KANTAR MEDIA

Mai has over 20 years experience working in the marketing communications field in a number of various positions. She has worked as a marketer for Burmah Castrol Oil and Philip Morris and was a marketing communication consultant for J. Walter Thompson before joining Kantar Media Vietnam as its General Director in 2007.

Mai is a results-driven professional and a passionate researcher in the quest for providing insights and information that help clients make better decisions in marketing communications in the ever changing media world.



**Determination**



## RENATA UHLARIKOVA

**INTERNATIONAL BUSINESS  
DEVELOPMENT DIRECTOR**  
KANTAR MEDIA AUDIENCES

Renata has over sixteen years of management experience in the audience measurement and media research field. Working originally for TNS Czech Republic as Marketing Manager, she moved to the London Kantar Media offices in 2003, and became part of the Global Business Development team. She has a wide range of expertise in the areas of international client service, marketing, account management and new business development, helping to launch audience measurement services in various international markets. In her previous professional life, Renata worked for ACNielsen Czech Republic for over 3 years as the Head of Advertising Expenditure Monitoring.



**Honesty**




## ARIANNE WALKER

**SENIOR DIRECTOR, MEDIA  
& MARKETING SOLUTIONS**  
J.D. POWER

Arienne is the Senior Director, Media & Marketing Solutions in the Global Automotive Division at J.D. Power and Associates. She is responsible for leveraging Voice of the Customer data to help automotive manufacturers and their advertising agencies develop more targeted messaging in magazines, newspapers, radio, television, Internet and cable TV. Additionally, she is responsible for helping manufacturers, independent third-party sites and their agencies prioritise their digital engagements for improvements across websites, mobile applications, and online advertising.

Prior to joining J.D. Power and Associates in 2004, Ms. Walker was the director for institutional research and assessment at Mount St. Mary's College in Los Angeles, where she was responsible for statistical analyses and the preparation and presentation of reports supporting administrative planning and decision-making. Over the course of her career she has published articles, white papers and monographs in numerous journals.

 @ArienneW

 Determination



## JESSE WOLFERSBERGER

**DIRECTOR, CONSUMER INSIGHTS**  
GROUPM NEXT

Jesse is Director, Consumer Insights for GroupM Next, the forward-looking, innovation division of GroupM.

Starting out as a sports writer, Jesse jumpstarted his career in digital advertising and joined the GroupM Next team in 2009 as analytics manager, where he specialised in thought leadership, econometric modelling and writing. In his current position as director of consumer insights, Jesse leads proprietary internal and external research initiatives, including partnering with top digital companies on large-scale joint projects, to identify important trends for advertisers. He also creates predictive models to help GroupM agencies and clients make informed decisions.


Jesse holds his Bachelor's degree in English from the University of Missouri – Columbia and his Master's in Economics from the University of Missouri – St. Louis.

Outside of GroupM Next, Jesse uses his analytics knowledge towards his hobby of baseball statistics. He has been a staff writer for FanGraphs.com since 2010.

 @jesseberger



**WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?**

 #screenexp



## BRENDA WORTLEY

**DIRECTOR – STRATEGY AND RESEARCH**  
DIGITAL MEDIA SALES

Brenda Wortley is a media specialist with 20 year's experience in the media world. Most of this time has been spent in media planning. She headed up the media planning department of JWT for 5 years and was instrumental in the formation of Mindshare South Africa. She has been involved in broad industry affairs, particularly with SAARF and the NAB for a number of years, serving on the SAARF board for 9 years. She also served two terms chairing the Advertising Media Forum.

Brenda joined DStv Media Sales-a MultiChoice advertising sales company-in 2007, to head up the Strategy & Research division. She has handled the rollout of the Dstv-i (Return Path Data) panel since its inception in 2010. The Dstv-i panel now has over 5000 Dstv panel members in South Africa and has been rolled out into Kenya and Nigeria. Angola and Zambia will be added this year.



**Curiosity**



## LIJUN XU

**HEAD OF MARKET EVALUATION DEPARTMENT**  
CHINA CENTRAL TELEVISION  
STATION [CCTV]

Lijun holds a Bachelor of Laws and Masters in Literature. In 1996, he entered China Central Television (CCTV) as an economy reporter, and thereafter held the post of Deputy Director of the Editing Department. He has also held the post of The Director of Market Evaluation Department of Program Controlling Office since 2010, with a concurrent post of Vice President of Audience Research Committee of Broadcasting and Television Association of China. In this role he is charge of daily ratings analysis, program evaluation and audience research, and designing and implementing CCTV Program Comprehensive Evaluation System.



**Dedication**





## FENG XUAN

**GENERAL MANAGER OF  
CORPORATE STRATEGY**  
FOCUSMEDIA

Feng is an EMBA Graduate from USC Marshall Business School and has a varied professional background in media. She has previously worked in an advertising agency in charge of media planning, serving clients including Ford and UL in China. Prior to this, she worked for 9 years in public listed media company in charge of corporate strategy, screen media research, and strategy development. She is currently the General Manager of Corporate Strategy for Focusmedia(China) Holding Ltd.



**Hard work**



## ALEXANDR YEMELYANOV

**ITRAM DIRECTOR**  
TNS, PART OF THE KANTAR MEDIA NETWORK

Alexandr has worked as iTRAM director at TNS Gallup Media Asia since 2010, and is responsible for the TV, Radio and Internet audience measurement services. He manages the audience measurement team which operates in 22 cities in Kazakhstan.

He joined TNS Gallup Media Asia in 1997 after graduating as a system engineer from Kazakh National Technical University. He started at TNS Gallup Media Asia in 1997 as an IT manager, and then went on to become the Head of the IT Department, accountable for the company's IT infrastructure and the technical part of the audience measurement and AdEx services.



**Aspiration for innovation**



## JOEY YOU

**DIRECTOR OF VIDEO ANALYTICS**  
XAXIS

Joey is a Director of Video Analytics at Xaxis. Prior to Xaxis, Joey worked at Nielsen as VP, Quantitative Analytics on the Data Integration team. He has also worked at Liberty Mutual Insurance Group as Director of Campaign Operations and spent four years teaching Data Mining courses at the University of Central Florida. He has held research and consulting positions at Hilton Grand Vacations Company and IBM.

Joey graduated from the University of Science and Technology in China, then went on to earn his Master's Degree and PhD in Statistics from the University of California at Santa Barbara.



Got to have fun



## NING ZHANG

**DEPUTY EDITOR-IN-CHIEF**  
CHINA CENTRAL TELEVISION  
STATION [CCTV]

Mr. Ning is the Deputy Editor-in-Chief of China Central Television Station. He joined CCTV in July 1982, and successively held the posts of Deputy Director, Director of the News Interview Department, Deputy Director of the News Programme Center, Deputy Director and Director of Social Education Programme Center, Director of CCTV-10 and Director of the Programme Controlling Office. He has participated in the set-up of CCTV News Channel, organized CCTV's live coverage of the Iraq War, and launched programs such as Law Online, and Weekly Quality Report. He has previously been awarded the 6th Taofen News Award.



Willingness to take responsibilities



## WEIDONG ZHENG

**DEPUTY MANAGING DIRECTOR**  
CSM, PART OF THE KANTAR  
MEDIA NETWORK

Weidong has been with CSM for 15 years. CSM is a joint venture between CCTV and Kantar Media, in which he serves as the Deputy Managing Director.

Weidong has a Ph.D degree in Communications from Peking University, and an MBA degree from Tsinghua University.



**Think first before doing it**



**WHAT ONE TRAIT GOT YOU WHERE YOU ARE TODAY?**