Hello.

3rd ANNUAL CROSS PLATFORM MEDIA MEASUREMENT
WHAT IS THE JOB OF MINDSHARE CHIEF DATA OFFICER?
• Raise the average Math SAT score of the agency
• Put data at center of organization (and of what we do)
• Build a BI stack to ingest, enhance and interrogate data
• Create Media’s Money Ball Moment
MANAGEMENT MUST HAVE THE ABILITY TO TRANSLATE INSIGHTS INTO ACTION.
IVINS LAW

Data will continue to be more granular, more accurate, more timely, more available over time
Thanks.