Hello.



3<sup>rd</sup> 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.

