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## Neustar Further Demonstrates Commitment to Digital with High Profile Marketing Executive Appointments

Sep 25, 2014

*Todd Wilms Joins as VP, Digital; Angela Culver as VP, Brand*

**September 25, 2014—STERLING, VA., — [Neustar, Inc.](#)** (NYSE: NSR), a real-time provider of information services and analytics, today announced the addition of digital and brand experts to its executive ranks, underscoring the company's commitment to digital. Todd Wilms, Neustar's new vice president, digital, and Angela Culver, the new vice president, brand, join CMO, Lisa Joy Rosner, to help Neustar reach marketing, security and operations leaders.

"Neustar's goal is to help CMOs and CIOs be successful," said Rosner. "To achieve this, we needed to enhance our team with savvy digital and brand marketers that speak the right language to these business leaders. I am pleased to announce the addition of top talent in Todd Wilms and Angela Culver as the newest members of our marketing team."

A widely recognized brand evangelist and social media leader, Todd Wilms will drive the vision and strategy for all Neustar's internal and external communications. Wilms was most recently SAP's head of social business strategy, and led the charge in establishing SAP as a social business and transforming its marketing direction from "helping sales sell" to "helping customers buy." A thought leader in the digital arena, Wilms has penned more than 140 articles as a chief contributor to *Forbes*, is a highly sought after keynote address speaker on social, digital and business leadership, and is a guest lecturer at multiple universities. Prior to SAP, he served as marketing leader for several high-profile brands, including PayPal, agency George P. Johnson, Emptoris and PeopleSoft.

"Money speaks priorities. CMOs and CIOs are making huge investments to make sure that their data is both accurate and actionable," said Wilms. "Managing your brand and reaching audiences is only getting more complex. I see Neustar's ability to help these leaders manage, personalize, and protect their brands with hyper-accurate data as critical to our customers' success. That and Rosner's leadership really drew me to this opportunity."

A marketing executive with the rare combination of data analytics, security and telecommunications experience,

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Angela Culver will manage and grow the brand, creative services, web, events and international marketing teams. Culver joins Neustar from ACLynn, a boutique marketing consulting firm that she founded in 2004, with clients that included BroadVision, HP, iFusion and most recently URUUT. She has built a career in helping organizations use data to fine-tune their marketing operations and creative output, resulting in overall increase in brand equity. Prior to ACLynn, Angela was responsible for leading the marketing initiatives at Quova (acquired by Neustar in 2010). As head of marketing at Quova she defined the Geo-Location product category, increasing the company's market value and its opportunity to be acquired several years later.

"I am a data junkie at heart," said Culver. "I started using data to help make marketing decisions back in my early days at Brio Technology, and I never stopped. A strong brand starts with happy customers. Understanding our customers and how they respond to us – using our own analytic services – will help us determine how to increase the value of our brand. This is my charter."

To meet with Neustar's new marketing team, visit us at:

[Advertising Week](#), September 29 to October 3, in New York

- CMO, Lisa Joy Rosner, "Identity Matters: The Key to Being Relevant in Today's Multi-Channel, Cross-Device World" at Times Center Hall, September 30 at 12:15 pm ET
- Vice president of product marketing, Yosha Ulrich-Sturmat, "Get Real: Delivering a Personalized Dialogue With Identity Information and a Modern Marketing Platform" at Lucille's at B.B. King Blues Club, October 1 at Noon pm ET

Mobile Marketing Association's [SM2 Innovation Summit](#), September 30 to October 1, in New York

- Director, marketing & business development, Lisa Peterson, "Identify The Right Audience, Personalize Engagements And Maximize ROI In The Multi-Screen World" at Highline Stages, October 1 at 1:40 pm ET

## **About Neustar, Inc.**

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at [www.neustar.biz](http://www.neustar.biz).