

## Internet of Things Luminary Hank Skorny Joins Neustar As Senior Vice President

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**STERLING, Va.** — [Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, today announced that Internet of Things (IoT) industry luminary [Hank Skorny](#) has joined the company as Senior Vice President, IoT.



With more than 25 years of leadership, product marketing and management expertise, Mr. Skorny will drive Neustar's IoT strategy, including the development of adjacent and new services for the IoT, which will complement Neustar's existing services and markets.

"With an accelerating transition to all-IP networks and the explosion of devices connected to the Internet of Things, it's an exciting time for the IoT industry and for Neustar," said Neustar CEO Lisa Hook. "I am delighted to welcome Hank Skorny to the Neustar team. His deep expertise and proven success in the mobile and unified services market will be a tremendous asset as we continue to grow and evolve our business."

Prior to joining Neustar, Mr. Skorny served as the Vice President of Software & Services Group and General

Manager of the Intel Services Division at Intel Corporation, where he was responsible for the strategy and delivery of unified software services across device and operating systems including enterprise, cloud, IoT and developers.

“I am energized to join Neustar to build an industry-leading IoT strategy and team,” said Mr. Skorny. “From its identity management and domain name services to its registry systems and cloud-based security solutions, Neustar has all the ingredients necessary to lead the next generation of IoT services.”

Skorny has extensive experience in the mobile software and services industry, having served as Chief Strategy Officer and Senior Vice President of RealNetworks, Inc., and President and Chief Executive Officer of mobile messaging startup, Thumbspeed, Inc. until its successful acquisition. Previously, Mr. Skorny served as General Manager for AOL Mobile, where he pioneered the mobile messaging business and grew it to millions of users per month.

Earlier in his career, Mr. Skorny directed product management, marketing and development teams at Adobe Systems, Microsoft and Apple Computer.

#### **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).