
Neustar Names Adobe Systems Veteran Carl Steffens as Vice President of Demand and Field Marketing

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[Neustar, Inc.](#) (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, today announced that Carl Steffens has been named Vice President of Demand & Field Marketing, responsible for leading Neustar's Demand Generation and Field Marketing teams. Steffens joins Neustar from Adobe Systems, where he spent the last 10 years supporting Adobe's global enterprise business.

"Neustar remains focused on helping marketing, security and operations leaders get the answers they need from their data," said Neustar CMO Lisa Joy Rosner. "The breadth and depth of Carl's experience in this industry make him the perfect leader for our demand generation and field marketing teams, and we are extremely pleased that he has recognized Neustar as the new high achiever in data analytics."

Most recently at Adobe Systems, Steffens helped lead global enablement, measurement, and operations for the company's enterprise business. Prior to that, he led Adobe's North America Field Marketing and Web/Relationship Marketing targeting enterprises. Prior to Adobe, he held senior marketing roles at PeopleSoft and two early SaaS startups. Steffens will be based out of Neustar's San Francisco office and report to Rosner.

"I have been extremely impressed with Neustar's strategy and progress, and I'm honored to join an organization that has such a clear and executable vision for supporting CMOs, CIOs and their teams with the actionable information they need to be successful," said Steffens. "Neustar is primed to become the single most trusted source of authoritative identity data, and I welcome the opportunity to help execute on this vision."

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.