

Neustar Names Chris McArdle as Vice President of Marketing Services

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[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced that Chris McArdle is rejoining Neustar as Vice President of Marketing Services, responsible for key strategic sales initiatives in the Technology and Internet, Carrier Service Provider (CSP), and Emerging Markets verticals.



A true marketing and ad tech industry heavyweight, Mr. McArdle, previously spent more than five and a half years at Neustar; serving as General Manager of the Interactive Markets group until his departure in October 2014. His return signals increased momentum for Neustar as the company continues its transformation into the leading information services provider.

“Chris is one of the most passionate and ardent evangelists of marketing identity in the industry, and we’re excited to have him back in the fold,” said Rob Gatto, Senior Vice President of Sales at Neustar. “He is an expert

both internally and externally with respect to how Neustar adds value across a myriad of clients and industries. We're especially excited about his return to Neustar because he fully understands the journey we're taking, the goals we've set, and the momentum we've built," he added.

Mr. McArdle is at the forefront of the media and advertising industry, along with all forms of interactive marketing, having worked with a wide range of clients to decipher and act upon customer intelligence. He brings more than 20 years of expertise to Neustar in customer acquisition and retention, as well as in prospect verification, and customer analytics best practices. Mr. McArdle returns to Neustar after serving as the Senior Vice President of Marketing and Sales at Audience Partners where he led the real-time customer intelligence portfolio for a wide range of clients.

Previously, he was the Director of Strategic Initiatives for Squire Patton Boggs (formerly Patton Boggs), a leading global lobbying group and an AMLAW 100 law firm. In addition, he held senior leadership roles with The Advisory Board Company and Toys "R" Us. Immediately following his MBA from the University of Michigan in Ann Arbor, he was a consultant for leadership guru Noel Tichy's firm, which specializes in CEO-led transformations of Fortune 500 companies.

"To say I am eager to rejoin the team would be an understatement," said Mr. McArdle. "The company has coalesced around a forward-thinking, authoritative identity vision, and is making all the right moves to turn that vision into reality. I expect to hit the ground running, and make an immediate impact on key initiatives powering our clients' success," he added.

About Neustar

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services, 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 <https://www.neustar.biz>.