

---

## Neustar Names Data-Driven Marketing Leader Steven Wolfe Pereira as Chief Marketing and Communications Officer

Apr 28, 2016

### ***Former Oracle, Datalogix, Starcom MediaVest Group, and Akamai Executive Strengthens Management Team with Deep Marketing, Media and Technology Experience***

Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced Steven Wolfe Pereira will join the company as Chief Marketing and Communications Officer. Mr. Wolfe Pereira brings more than two decades of experience at the intersection of marketing, media, and technology, helping companies discover insights by unlocking the power of data. Mr. Wolfe Pereira will be responsible for building Neustar's brand as well as advertising, communications, and marketing across the company's product and services portfolio. He will be based in Neustar's San Francisco office and will report directly to President and CEO Lisa Hook.

"Steven is an outstanding addition to our senior leadership team," said Ms. Hook. "He has the perfect blend of analytical thinking, marketing savvy and most importantly – a proven track record of success. His strategic vision for a world-class marketing organization, deep expertise and industry relationships make him the right leader to join our team and take the Neustar mission forward."

Mr. Wolfe Pereira brings a wealth of experience from his years working in the advertising, media, technology and finance industries. Prior to joining Neustar, he was VP of Brand Strategy & Marketing Solutions at the Oracle Data Cloud. He joined Oracle through the acquisition of Datalogix, where he served as Chief Marketing Officer. In his role at Datalogix, Mr. Wolfe Pereira led the company's global agency partnerships and development, and was responsible for brand advertising, corporate communications, product and vertical marketing initiatives. Previously, Mr. Wolfe Pereira was the Executive VP and Managing Director at Starcom MediaVest Group (Publicis Groupe) where he advised CMOs and business leaders of Fortune 100 companies, including The Coca-Cola Company, Kraft Foods, Microsoft, Procter & Gamble and Walmart on branded entertainment, consumer insights, data and analytics, digital marketing, media planning and buying, as well as multicultural marketing and technology.

Mr. Wolfe Pereira has also held leadership roles at leading media and technology firms including Univision Communications and Akamai Technologies, serving in a variety of business development, corporate strategy,

product marketing, sales and network infrastructure roles. He began his career in investment banking and private equity, working at The Blackstone Group, Salomon Smith Barney (Citigroup) and Violy, Byorum & Partners, focusing on technology, media and telecom mergers and acquisitions.

Mr. Wolfe Pereira earned a B.A. from Tufts University, was a Fulbright Scholar and completed the Greater Boston Executive MBA Program at the Massachusetts Institute of Technology's Sloan School of Management. He serves on the board of the Ad Council, the Advertising Research Foundation (ARF) and the Thurgood Marshall College Fund (TMCF).

"Neustar is a leader in helping its clients make precise and valuable decisions that drive results," said Mr. Wolfe Pereira. "I am excited to join this dynamic company as it continues to grow and innovate."

Steven Wolfe Pereira will be succeeding Lisa Joy Rosner, who will be leaving the company to pursue new challenges.

"We are grateful for Lisa Joy's leadership in building Neustar's brand over the past two years, and wish her well in her next role," said Ms. Hook.

### **About Neustar, Inc.**

Neustar, Inc. (NYSE:NSR) is a trusted, neutral provider of real-time 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 [www.Neustar.biz](http://www.Neustar.biz).