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## Research Guru David Poltrack Joins MarketShare Partners' Board of Advisors

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“I have long believed that the paradigm of marketing measurement needs to change. Measurement can no longer just be about counting the exposure potential of ads but about tying directly to consumer behavior and the bottom line,” said David Poltrack. “After spending time with the MarketShare Partners team, I believe that they are doing groundbreaking work around the way marketing is measured and, in particular, how to operate in today’s complex multi-channel media world. I’m pleased to partner with Marketshare on this mission.”

Poltrack joined CBS in 1969 and held various positions within the organization. Before CBS, he was with the media department at Ted Bates Advertising. Poltrack is the author of *Television Marketing: Network, Local and Cable* (McGraw-Hill, 1983). His articles are published in professional journals, including the *Journal of Advertising Research*, the *Journal of Psychology and Marketing* and the *European Broadcasting Union Review*.

Poltrack is past chairman of the Media Rating Council (MRC), a trustee and a member of the executive committee of the Marketing Science Institute, past president of the Market Research Council, vice president of the Advertising Research Council and a member of the National Association of Television Arts and Sciences. He is past chairman of the Advertising Research Foundation, a former member of the board of the International Radio and Television Foundation (IRTF) and a former member of the NAB’s Research Advisory Board. He also serves as an Adjunct Associate Professor at Columbia’s School of Business and New York University’s Stern School of Business.

The MSP Board of Advisors is comprised of other prominent marketing and media thought leaders. As part of the Board, Poltrack will provide strategic counsel to the company’s leadership team.

“MarketShare Partners is pleased to have someone with David’s deep experience in marketing measurement join our Board of Advisors,” said Jon Vein co-Founder and CEO. “David will add to our already strong roster of prominent marketing executives and provide specific expertise in measuring media for the 21st Century.”

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