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# Neustar Appoints Digital Media, Security and Telecom Veteran Nick Hulse as Chief Revenue Officer

Oct 3, 2016

**Former President at Boingo Wireless and revenue leader at the Rubicon Project joins Neustar to drive revenue growth**

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced that industry veteran Nick Hulse has been appointed Chief Revenue Officer. In this role, Hulse will be responsible for driving sales bookings, velocity and efficiency globally. He will report to Lisa Hook, Neustar's President and Chief Executive Officer.

"Clients are looking to work with trusted partners that can add real value to their business. To do this, it starts with having the right people," said Lisa Hook. "Nick has a unique set of experiences having worked in the marketing, security, risk and communications industries. He's the right person to lead our sales team with a solutions-oriented approach as we help clients navigate the connected world."

Hulse has more than 25 years of management experience with responsibilities, including revenue, business development, and field operations. Prior to Neustar, Hulse served as the President of Boingo Wireless, where he was responsible for all of the company's revenues, products, business development, customer support, marketing, account management, and international teams. He also served as Chief Revenue Officer of the Rubicon Project, SVP Revenue of iPass, EVP of Tumbleweed (acquired by Axway) and SVP of FrontBridge (acquired by Microsoft).

"I'm delighted to be joining Neustar. I've been at the intersection of digital media, security and telecom for a long time, and I've been impressed with Neustar's transformation to become a leading global information services provider," said Hulse. "As the connected world gets more complex, clients need a trusted partner to help them grow and guard their business. As a leader in Connection Science, Neustar is uniquely positioned to help companies understand how to connect people, places and things."

## About Neustar

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As

one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical real-time responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 12,000 clients worldwide with decisions—not just data. More information is available at <https://www.neustar.biz>