
Neustar MarketShare Expands Footprint in Europe with Two New European Managing Directors

Oct 25, 2016

New appointments will be responsible for driving growth in the UK and Germany

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced the appointment of Luis Chaves and Sven Bagemihl as managing directors of Neustar MarketShare in the UK and Germany respectively. Chaves and Bagemihl will be responsible for expanding Neustar MarketShare's presence in each country. Based in London and Hamburg, both will report to Jean-Philippe Durrios, managing director of international marketing services for Neustar.

Chaves has over twenty-five years of experience in the media and marketing analytics industry, with a focus on deployment of holistic marketing mix modeling and digital attribution solutions for global brands across a range of industries, including automotive, CPG, finance, telecoms and retail. Prior to joining Neustar MarketShare in 2014 as vice president of strategy for EMEA, Chaves held a series of positions specialising in delivering marketing and optimization services to clients in Europe, including Nielsen, PricewaterhouseCoopers, Carat and McKinsey & Company.

Bagemihl has over twenty years of experience in sales and marketing, with a focus on digital media, digital marketing solutions and display advertising. Before his appointment to Neustar MarketShare, Bagemihl was managing director of the search intelligence company, Captify in Germany from 2014, where he was responsible for developing and growing the business.

Commenting on his appointment, Chaves said: "The strength of the UK marketing and advertising market provides great opportunities for Neustar MarketShare to offer support to marketers wanting to optimise their marketing investments across online and offline. I'm excited about this opportunity to lead the team in the UK, as we help brands take their marketing analytics capabilities to the next level."

Speaking on his appointment, Bagemihl commented: "I'm excited to be joining Neustar MarketShare at a time when the industry is being disrupted. Now more than ever, marketers are moving away from last touch attribution and seeking platforms that can scale to match the growing complexity of the customer journey."

“The EMEA region is a key area of growth for Neustar MarketShare and it’s important that we develop a leadership team that can help brands leverage our solutions to connect people, places and things,” said Jean-Philippe Durrios. “Both Luis and Sven have the proven industry expertise to lead our teams in their respective markets and ensure that our European customers, like Deutsche Telekom and John Lewis benefit from our industry-leading services.”

These appointments represent the latest in a series of developments within Europe by Neustar MarketShare to effectively service its clients in the region, including a move to a larger office space in London to accommodate the growing teams.

About Neustar

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyses, 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>.