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## Data-Driven Pioneer Julie Fleischer Joins Neustar as Vice President of Product Marketing for Marketing Solutions

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*Former Kraft and OMD Media Executive Joins Neustar to Lead Go-To-Market Strategy and Drive Marketing Solutions Growth*

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced that [Julie Fleischer](#) has joined the company as Vice President of Product Marketing for [Neustar Marketing Solutions](#). She will be responsible for driving the go-to-market strategy, positioning, messaging and execution for Neustar's award-winning Marketing Solutions portfolio. She will report to Steven Wolfe Pereira, Neustar's Chief Marketing and Communications Officer.

Julie Fleischer, a sought-after brand advocate and well-respected media, advertising and marketing thought leader with more than 20 years of industry experience, joins Neustar to oversee all product marketing for the Marketing Solutions portfolio. She will be responsible for all Marketing Solutions product launches, drive alignment on go-to-market strategies and lead co-marketing activities with key industry partners. She will partner with brands and agencies by helping them use the Neustar OneID™ System for Trusted Identity, as well as the Neustar Marketing Solutions portfolio, including data onboarding, customer intelligence, connected CRM, identity data management platform (IDMP), audience activation and Neustar MarketShare, recently recognized as a leader by Forrester Research in advanced marketing analytics.

“Julie has been a driving force for change and innovation in the industry and is a passionate advocate for improving digital ad viewability standards,” said Steven Wolfe Pereira, Chief Marketing and Communications Officer, Neustar. “Her track record for motivating high-performing teams, her hands-on understanding of data and analytics, and her deep expertise as both a brand and agency leader give Julie a truly unique perspective to help drive our go-to-market strategy and product innovation. I am thrilled to have such a smart, respected industry leader like Julie join our team as we continue to focus on helping clients grow and guard their business in a connected world.”

“I've always been impressed by Neustar because they have been solving the challenges of trusted identity for over 20 years in industries where it really matters – financial services, government and telecom,” said Julie Fleischer. “As marketers are quickly realizing, data does not equal identity. With their OneID System, Neustar is

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uniquely able to connect people, places and things using connection science that results in trusted identity. I've worked with all the players in the industry and I know the caliber of Neustar's offerings and talent. I truly believe that Neustar can help marketers focus on what matters – a real system for personalization, authentication and attribution with trusted identity at the core. I'm truly excited to be a part of the Neustar family, and I'm looking forward to helping marketers and agency partners build connected customer experiences that will drive business outcomes.”

Ms. Fleischer joins Neustar from OMD, a subsidiary of the Omnicom Group, where she led the CPG and retail business verticals as Managing Director. While at OMD, she oversaw the media accounts for Walgreens, PetSmart, Pier1 and Pep Boys. Prior to OMD, Ms. Fleischer spent six years at Kraft Foods, where she earned industry-wide recognition as an evangelist for data accountability and the critical interrelationship between data, content and technology. She was formerly Senior Director for data, content and media, overseeing Kraft's industry-leading CRM organization, content marketing strategy, and programmatic media. She was responsible for KraftRecipes.com, ComidaKraft.com and Food & Family (Kraft's paid subscription print magazine), as well as email, social and mobile programs. Before joining Kraft in 2009, Ms. Fleischer was Vice President/Group Director at Digitas, where she led account planning and innovation for clients including Kraft, Disney Parks and Resorts, MillerCoors, and Whirlpool. She earned her BA from the University of Pennsylvania and her MBA from Northwestern University's Kellogg School of Management.

## **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 11,000 clients worldwide with decisions—not just data. More information is available at <https://www.neustar.biz>.