
Neustar Names Kathleen Dundas as Vice President of Global Agency Partnerships

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Advertising Industry Powerhouse Joins Neustar to Expand Agency Collaboration, Evangelize Trusted Identity, and Drive Marketing Solutions Growth

[Neustar](#), Inc. (NYSE:NSR), a trusted, neutral provider of real-time information services, today announced that Kathleen Dundas joins the company as the Vice President of Global Agency Partnerships. In this new role, Ms. Dundas will lead Neustar's global initiative to grow and deepen agency relationships and drive innovation, and thought leadership across the industry. Ms. Dundas will report to Steven Wolfe Pereira, Neustar's Chief Marketing and Communications Officer.

A well-respected and sought after media and advertising industry expert, Kathleen Dundas brings over 18 years of experience in communications planning, content development, consumer insights, data and analytics, and media buying and technology to Neustar.

"Kathleen is hands down one of the best executives in the advertising industry. She has deep experience in media planning and buying, and has worked with some of the most important brands in the world. She understands both the business needs and the marketer's goals. In addition, she can authentically speak to creative and media agencies about how best to help them better serve their clients," said Steven Wolfe Pereira, Chief Marketing and Communications Officer, Neustar. "With her vast industry knowledge and relationships, I'm excited to see Kathleen help our agency partners better connect people, places and things with trusted identity."

Ms. Dundas joins Neustar from AOL where as the Agency Development Director she focused on transforming agency relationships into modern technology-driven partnerships with data at the core. Prior to AOL, she served as Executive Vice President, Managing Director at Starcom MediaVest Group, leading integrated planning and buying teams for clients, including Kraft, Microsoft and Procter & Gamble. A twelve-year veteran at Starcom MediaVest Group, Ms. Dundas has consistently worked to elevate both her clients and her teams, which resulted in many industry accolades, including the 2012 Cannes Gold Lion in Branded Entertainment for Kraft's Wheat Thins campaign.

"I've been following Neustar's momentum for some time now and I'm impressed with their industry leading role

in identity resolution,” said Kathleen Dundas. “Everything is being connected and identity will be at the heart of understanding connected customer experiences. While many people talk about identity, Neustar has been doing it for over 20 years in industries where it really matters, such as financial services and telecom. Neustar is now bringing trusted, privacy aware identity to the advertising and media industry and its robust Marketing Solutions portfolio offers the depth and breadth that today’s brands and agency partners need. I’m excited to work with Team Neustar to help our agency partners drive better insights, innovation, ROI and growth.”