
Neustar Appoints Krishna Chettayar as General Manager and Vice President of Product, OneID

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Seasoned Data Expert and Former Head of Digital Media Solutions at TransUnion Joins Neustar to Expand OneID System and Identity Solutions

Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced it has appointed Krishna Chettayar as General Manager and Vice President of Product, OneID®. In this role, Chettayar will steer the growth and strategy of Neustar's identity resolution solutions, including the OneID system. He will report to Venkat Achanta, former Walmart data chief, and Neustar's Chief Data and Analytics Officer.

Chettayar joins Neustar with over two decades of unrivaled data, analytics and digital media expertise. Most recently, he was instrumental in shaping the consumer data and insights services at TransUnion to drive media effectiveness and consumer product adoption. While Managing Director at Catalina Marketing, he spearheaded the development of mobile, online and in-store media solutions serving the CPG, pharmaceutical and agency verticals. Chettayar is a true advocate for delivering consumer data and insights to the C-Suite, helping organizations drive meaningful business outcomes.

"Krishna is a leading data science and advanced analytics expert with an extensive track record in customer intelligence and customer data management and we are thrilled to have his caliber of talent," said Achanta. "He has been instrumental in setting the standard for identity-driven solutions that provide marketers with actionable insights about a customer's digital footprint. Krishna's expertise in the financial services, travel and entertainment, retail and automotive industries, along with his background working for well-known data organizations makes him a valuable addition to our team."

"Accurately identifying consumers offline and online at scale remains the single most challenging dilemma for brands seeking better context and engagement across all their customer connections," said Chettayar. "As a leader in identity science, Neustar has the ability to access and corroborate consumer identity across authoritative sources of consumer data, allowing Neustar to deliver actionable, holistic ID resolution. The OneID system is focused on the next generation challenge of connecting people, places and things to enable better consumer engagement and risk mitigation with a high degree of certainty."

While at Acxiom Corporation, Chettayar led vertical data and marketing services for the consumer industry vertical, responsible for key data licensing agreements and new data and audience solutions. At Information Resources, he spearheaded the global consumer intelligence portfolio, integrating the company's entire market intelligence, data and targeting solutions. At Dun & Bradstreet, Chettayar held several executives level roles, spanning across the company's Customer Data Management Services, Customer Relationship Management practice and Product and Portfolio Marketing.