
Neustar Names Brand Transformation Veteran Lisa Joy Rosner Chief Marketing Officer

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Personalization and Analytics Expert to Increase Brand Awareness Across CMOs and CIOs

May 21, 2014—STERLING, VA., — [Neustar, Inc.](#) (NYSE: NSR), a trusted, neutral provider of real-time information and analytics, today announced Lisa Joy Rosner as Chief Marketing Officer. With more than two decades of experience building and transforming technology brands, creating rapid revenue growth and initiating high value partnerships, Ms. Rosner will own corporate and brand marketing across Neustar's entire product and services portfolio. She will report directly to CEO Lisa Hook.

"Lisa Joy's reputation and track record speak for themselves," said Ms. Hook. "She has the perfect blend of marketing savvy, strategic thinking and most importantly - focused execution -to fuel growth and innovation at Neustar. Lisa Joy is extremely passionate about data, analytics, and 1:1 personalization, which aligns precisely to our vision. I know she will take our brand to the next level, and we are all thrilled to have her on board."

Ms. Rosner is an award-winning and patent-pending CMO with experience launching and branding enterprise software companies in the Data, Analytics, E-Commerce, Personalization, Social Business and Cloud markets. During her career, she has successfully re-branded four companies and launched three companies, helping to drive \$1.5 billion in market cap. She is known for her educational and creative approach to B2B marketing, with a focus on marketing to both CMOs and CIOs.

Prior to joining Neustar, Ms. Rosner led the brand transformation for display, email and web personalization provider MyBuys, where earlier in her career she had served as its Vice President of Marketing - launching the company, defining the category "personalized product recommendations," and growing the organization to be the market share leader. She recently served as CMO at social intelligence company NetBase, where she re-positioned and re-launched the brand and brought new products to market that were commissioned by five of the top 10 CPG companies, including Coca-Cola and Kraft. In addition, Ms. Rosner mobilized global partnerships with SAP and J. D. Power & Associates and grew bookings 300 percent year over year. During her tenure as Vice President of Worldwide Marketing at BroadVision Inc., she oversaw transformation of the global brand and messaging, led a team to launch four new product lines and as a result was a catalyst in growing the stock 1200 percent. Ms. Rosner also held marketing positions at Brio Technology, DecisionPoint, SGI and Oracle.

Ms. Rosner was named a 2013 “Silicon Valley Woman of Influence” and “B2B Marketer of the Year” by the Sage Group and *The Wall Street Journal*, has won OMMA and Silver Anvil awards for integrated marketing campaigns and was named a “Great Mind” by The Advertising Research Foundation in 2011. Passionate about sharing her real-world experiences Ms. Rosner has been a guest lecturer at the Hass School of Business, Stanford and the Tuck School of Business. She has a Bachelor’s degree (Summa Cum Laude and Phi Beta Kappa) in English Literature from the University of Maryland.

“Neustar has it all: valuable technology assets, a fantastic team and a compelling story to tell,” said Ms. Rosner. “We are the definitive source for ‘authoritative identity’ – empowering brands to protect, promote and profit all in a single workflow. And, we enable companies to connect their services to the right person every time.”

About Neustar

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at www.neustar.biz.