
Neustar Bolsters Marketing Solutions Business with New Hire

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Marketing technology leader Brett House joins as Vice President of Product Marketing

April 27, 2020 – STERLING, VA. – [Neustar](#), Inc., a global information services and technology company and leader in identity resolution, today announced that Brett House joined the company as Vice President, Product Marketing for its Marketing Solutions business unit.

Neustar's Marketing Solutions is one of the company's four businesses focused on enabling trusted connections between companies and people at the moments that matter most through products and services powered by its proprietary OneID® platform. Together with its Risk, Communications, and Security offerings, Neustar Marketing Solutions helps customers address their most critical business challenges, from optimizing marketing spend effectiveness, to mitigating fraud and risk, establishing trusted communications, and protecting against cyber security threats.

"We provide the world's largest brands with the marketing intelligence needed to drive more effective campaigns and to create truly connected customer experiences," said Michael Schoen, Senior Vice President and General Manager of Neustar Marketing Solutions. "In support of this, Brett will oversee Neustar's vertical go-to-market strategy and demand generation. His expertise allows us to advance our efforts to provide Fortune 500 brands, leading agencies, and publishers with trusted real-time information services across identity resolution, omnichannel marketing, and unified marketing analytics."

"Neustar is as a market leader in providing the industry with sustainable identity resolution, segmentation, measurement and attribution solutions," stated House. "I'm thrilled to be able to join this dynamic team to help bring unique products and marketing solutions to our clients."

House has more than 18 years of product marketing and demand generation experience for companies across the marketing and advertising ecosystem. House previously worked to transform software-as-a-service (SaaS) startup, eXelate, from a data-as-a-service (DaaS) product into a highly successful enterprise SaaS business acquired by Nielsen. At Nielsen, House launched the Nielsen Marketing Cloud and DMP, the Nielsen Auto Cloud, and its artificial intelligence and CTV/OTT-TV solutions.

About Neustar

Neustar is an information services and technology company and a leader in identity resolution providing the data and technology that enables trusted connections between companies and people at the moments that matter most. Neustar offers industry-leading solutions in Marketing, Risk, Communications, Security and Registry that responsibly connect data on people, devices and locations, continuously corroborated through billions of transactions. Neustar serves more than 8,000 clients worldwide, including 60 of the Fortune 100. Learn how your company can benefit from the power of trusted connections here: <https://www.home.neustar>.

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