



**Jerry Needel**  
**COO**  
**NM Incite**

Jerry Needel joins NM Incite as COO after almost a decade at Nielsen BuzzMetrics, where he came on as the first employee and, most recently, led that business globally after leadership roles in Product Development and Client Service. As a Senior Vice President of Product in Nielsen's online division, he focused on identifying emerging client needs in relation to Consumer-Generated Media and led the development of products and services to maximize the value, return and actionability that clients can obtain from this medium. This included the rapid roll-out of BuzzMetrics into 12 international markets over the past 24 months.

Prior to that, as head of Nielsen BuzzMetrics' Client Services team, Jerry concentrated on helping leading Fortune 500 organizations – including Kraft, General Motors, Verizon Wireless and Microsoft – use the insights produced by Nielsen BuzzMetrics's research to take effective action and incorporate this new data into their organizational processes.

Prior to joining Nielsen BuzzMetrics, Jerry held multiple strategic roles at Scient, a leading interactive strategy firm focused on improving the online and offline experiences of consumers. He led multiple project and client teams in the research, strategy, development and delivery of multi-million dollar interactive marketing and product development programs, including a solution designed to help leading marketers leverage their thousands of employees to amplify positive buzz.

Jerry began his career in communications and worked in the corporate communications department of Playboy Enterprises. He holds a BA from Penn State University.