



Steve Walsh
*Executive Vice President,
Local Markets
comScore*



Steve Walsh brings more than 25 years of proven strategic sales and sales management experience to his role as executive vice president of local markets at comScore. A recognized sales and client relationship leader in the multi-screen audience research industry, Walsh has held key sales leadership positions at research industry startups and current standard-bearers before joining comScore (then called Rentrak) in 2009. In his professional lives prior to comScore, he played a critical role in significantly shaping and expanding revenue, client base and strategic positioning for companies such as Integrated Media Measurement, Inc. (IMMI), Experian Research Services, IAG Research, Kantar Media Intelligence and Nielsen Media Research, and was instrumental in growing IAG from an eight-employee startup in 2001 into a 250-employee syndicated advertising effectiveness measurement company by 2006, eventually leading to the acquisition of IAG by Nielsen Media Research in 2008 for \$225 million.

At comScore, Walsh leads a sales and account management team that has built a client roster serving over 680 client television stations and 150 local and regional agencies in over 185 markets since comScore Local launched in 2010. Today, Walsh and his team are laser-focused on creating the new model for a dynamic, cross-platform local measurement currency based on massive scale and superior methodology, to the benefit of the local broadcasters, agencies and marketers we all serve.

Walsh holds a Bachelor of Science degree in Telecommunications Management from Syracuse University's S.I. Newhouse School of Public Communications and, in addition to being a member of the Television Bureau of Advertising (TvB) and the Advertising Research Foundation (ARF), has been a featured guest lecturer at Syracuse University, New York University, Arizona State University, the University of Florida and the University of Connecticut.

He lives in Connecticut with his wife, and he bursts with pride over his three grown children who don't contact him often enough.