



## Comcast Advertising's Claudio Marcus Joins CIMM Board of Directors

*Advanced TV advertising veteran to help guide CIMM's efforts in supporting industry improvements, best practices and innovations in measurement.*

**New York, March 17, 2023** – The Coalition for Innovative Media Measurement (CIMM), the U.S.-based collaboration of companies focused on promoting innovation and best practices in media measurement, metrics and data, today announced the appointment of Comcast Advertising VP of Strategy Claudio Marcus to its board of directors.

With nearly 20 years of experience in advanced TV advertising, Marcus will help guide CIMM's efforts to support improvements, best practices and innovations in measurement, new metrics and the use of data.

At Comcast Advertising, Marcus is responsible for architecting the strategies, partnerships and proof of concepts to drive new business models across the advertising sales and technology businesses, focusing on key initiatives aimed at delivering growth and innovation across the organization.

"The last year has been momentous for CIMM, re-setting and expanding our remit, developing and rolling out our 2023 program, preparing our next round of projects and initiatives, onboarding our numerous new members, and continuing our joint industry initiatives and programming," said Jon Watts, Managing Director, CIMM. "A huge factor of our success can be attributed to the fantastic leaders we have on our board who have helped guide our focus and priorities each year, which is why I am most excited to have Claudio and his unmatched industry expertise support us in this capacity."

Marcus also previously served as general manager, data platform for FreeWheel, where he led data strategy, relationships and operations associated with the company's growing network of data, measurement and attribution partners. Prior to FreeWheel, Marcus worked in various sectors of the advanced television and video advertising space, including at Visible World (which was later acquired by Comcast), Gartner and Leo Burnett.

“It’s a wonderful honor and privilege to join the CIMM board,” Marcus said. “Having been involved with this organization in many different capacities over the years, I am excited to take on this new role and work collaboratively to pioneer, define and innovate the next chapter of measurement.”

For more information about CIMMs, visit: [www.cimm-us.org](http://www.cimm-us.org)

### **About CIMM**

The Coalition for Innovative Media Measurement (CIMM) is comprised of leading TV and video content providers, media buying agencies, large advertisers, pay TV distributors, research and media technology vendors and consultants that aim to promote improvements, best practices and innovations measurement, metrics and data across the media and advertising ecosystem. CIMM is a division of the ARF (Advertising Research Foundation), which aims to further, through research, the scientific practice of advertising and marketing.

CIMM is currently working across a diverse range of projects, including initiatives focused on measurement, Smart TV data, data privacy, streaming, clean rooms, and other areas.