



## **Vividata Announces Appointment of Pat Pellegrini as Incoming President and Chief Executive Officer**

*Pellegrini brings 20+ years of consumer research and audience measurement experience to advance Vividata research leadership with an immediate focus to grow passive digital measurement scope.*

**Toronto, ON, November 9, 2017** – Vividata, [www.vividata.ca](http://www.vividata.ca) Canada's authoritative source for insights on multi-media and consumer behavior, and the leading provider of cross platform audience measurement for publishers, today announced the appointment of Pat Pellegrini to the position of President and CEO.

An established business executive with a Ph.D. in Geography and Quantitative Research Methods, Pellegrini's experience spans diverse consumer and audience measurement research roles in Canada and the United States. A recognized and admired leader with a strong global network, Pellegrini will transition to his assignment in early December, working closely with the existing Vividata team and outgoing President and CEO, Sara Hill.

"Under Pat's leadership, Vividata will deliver and advance our world class research mission, while expanding our mandate to grow our scope of passive digital measurement," said Kirby Miller, Vividata Chair and Senior Vice-President and General Manager at House & Home Media.

"Joining Vividata presents the ideal opportunity to combine my commitment to methodological excellence with my passion for the validation and application of passive measurement technology to the increasingly dynamic media landscape," said Pellegrini. "I'm looking forward to returning to Canada to contribute to the many enhancements that the team at Vividata has already implemented. I pride myself as a collaborative, research- and product-minded leader who gets things done. A key focus will be to help Vividata deliver industry-accepted passive digital measurement and comprehensive cross platform measurement."

Pellegrini was most recently President and Chief Research Officer for Simmons Research (formerly part of Consumer Insights, Experian), following his time with GfK North America as Executive Vice President, Media & Entertainment/Digital Market Intelligence. His most recent leadership role in Canada was Vice President, Content & Product Management for The Weather Network/MétéoMédia at Pelmorex Media. Before joining Pelmorex, he held an international research leadership position with comScore.

Pellegrini is a frequent participant, author and speaker at prominent international conferences including the Publisher & Data Research Forum (PDRF), AMEC, ESOMAR, Advertising Research Foundation's (ARF) Re:Think & Audience Measurement events, ASI TV & Radio, I-COM Global Summit, TMRE, eMetrics, and the Media Insights & Engagement event, amongst others.

"Pat brings an exceptional record of papers, presentations and awards to his credits, leading to international recognition as an expert in digital and traditional media research, audience measurement and consumer research," added Phillip Crawley, Vice Chair of Vividata and Publisher and CEO, The Globe and Mail. "Pat is well equipped to lead Vividata to the next level. He will be an inspirational leader with widespread respect in our data-hungry industry."

Pellegrini's appointment completes the transition objectives related to the amalgamation of PMB Print Management Bureau and NADBank, led by industry veteran and current Vividata CEO and President Sara Hill. Over the past three years, under Hill's leadership, and working closely with the Vividata Board, Members and Research Partners, the team created industry leading research methodologies. The Vividata Board thanks Sara Hill for her leadership and positioning the organization for future success.

**About Vividata:**

Vividata is Canada's authoritative source for insights on multi-media and consumer behaviour. It is the leading provider of cross platform audience measurement for publishers. The syndicated research uses a probability-based sample of over 40,000 individuals collected over 52 weeks, with results released quarterly. A tripartite, not-for-profit organization, Vividata is governed by a board of directors representing the interests of Canadian publishers, agencies and advertisers. To learn more, please visit [www.vividata.ca](http://www.vividata.ca)

**For more information:**

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