



## Leslie Wood Named Winner of the ARF's 2019 Erwin Ephron Demystification Award

*Chief Research Officer of NCS to be honored at organization's annual **AUDIENCExSCIENCE** event*

**New York, NY, March 20, 2019** – The ARF (Advertising Research Foundation), the industry leader in advertising research among brand advertisers, agencies, media and research firms, today announced that Leslie Wood, Chief Research Officer of NCS, has been selected as this year's recipient of the Erwin Ephron Demystification Award. Wood will be honored at the ARF's **AUDIENCExSCIENCE** conference on April 16<sup>th</sup> at the Hyatt Regency Jersey City in New Jersey.

A pioneer and innovator in advertising analytics, with more than 30 years of experience, Wood is responsible for the overall research function at NCS. This includes shaping the innovations that keep the firm on the leading edge of marketing and advertising effectiveness and play a key role in envisioning future products. She has a long history of deep involvement in single-source methodologies, including BehaviorScan, Scan America, and Project Apollo, and a professional background with organizations ranging from CBS Television to Procter & Gamble, as well as her own company, Media Trust LLC.

Wood is an expert not only on single-source analytics, but also on reach and frequency research, optimizers, data integration and fusion. Her work has been critical in answering the industry's big questions about how advertising works. She has a BS in mathematics from Hunter College and a PhD from The University at Albany in Information Science with a specialization in Expert Systems (machine learning) and Data Mining.

Wood is being recognized for embodying the award's criteria of challenging conventional thinking, advancing proactive debate and creative ideas, translating ideas into action, instilling thoughtful understanding through clear articulation in public speaking, instilling thoughtful understanding through clear articulation in writing, using analytics and technology to address the complexities of modern markets, and encouraging collegiality – and for advancing the industry in a legacy establishing manner.

Now in its sixth year, the ARF's Erwin Ephron Demystification Award honors an industry leader each year whose passion and contribution elevates the science of advertising and marketing and represents the qualities of the late Erwin Ephron, one of the most influential minds in media planning. Ephron notably championed the "recency" theory, or reaching consumers when they are most likely to purchase, at a time when the industry practice was to advertise to consumers as frequently as possible.

Wood is the sixth recipient of the award, following former Comscore Founder, Chairman and CEO Gian Fulgoni, Sequent Partners' Jim Spaeth, GroupM's Irwin Gottlieb, CBS' David Poltrack, and Bill Harvey.

“Leslie has been known, not only for her seminal work on the long-term effects of advertising, but as a mentor for many in the industry, including that of one of our earliest winners, David Poltrack, CRO of CBS,” said Scott McDonald, president and CEO of the ARF. “Her provocative thinking, industry leadership and ability to help the industry understand complex insights and take action is the embodiment of what this award is all about, which looks to uphold the legacy and impact of Erwin Ephron.”

The ARF's annual **AUDIENCExSCIENCE** conference is a two-day event, taking place April 15<sup>th</sup> and 16<sup>th</sup> and addresses the industry's most critical measurement issues, including currencies, ad delivery, ROI, attribution and privacy.

**AUDIENCExSCIENCE** speakers will include leaders from Xandr, Nielsen, The Mobile Marketing Association, Snap Inc., CBS and more.

For more information or to register for the conference, please visit:

<https://thearf.org/event/audiencexscience2019/>

#### **About the Advertising Research Foundation**

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has 400 members from leading brand advertisers, agencies, research firms, and media-tech companies. For more information, please visit [www.thearf.org](http://www.thearf.org).

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