

## FOR IMMEDIATE RELEASE

### Advertising Research Foundation Appoints Mark Truss as New Chair

*The ARF Announces New Board members, Officers, and Additions to the Board of Trustees*

**New York—June 25, 2024**—The [Advertising Research Foundation](#) (ARF) announces the appointment of Mark Truss, Chief Research Officer at VML, as the new Chair of its Board of Directors, succeeding former ARF Chair Nishat Mehta. Truss brings extensive experience in research, insights, and brand intelligence to his new role.

At VML, Truss has spearheaded initiatives to uncover profound consumer and cultural insights, driving impactful communications across various media channels. He is an active contributor to the industry through his writing and speaking engagements, and lends his expertise to bodies like the ANA's Educational Foundation and the Ad Council's Research Committee. Truss also serves as an adjunct professor at Columbia University and NYU.

"I am honored to lead the ARF Board at such a pivotal time for our industry," said Truss. "With the rapidly evolving landscape of advertising research, it's more important than ever that we leverage our collective expertise, and, as an industry body, provide guidance and clarity to the most pressing developments in advertising and marketing, while continuing to uphold the highest standards of research integrity."

"Mark's visionary leadership and deep industry expertise make him the perfect choice to lead the ARF's Board. With his extensive experience in uncovering consumer insights and driving impactful communications at VML, coupled with his active contributions to industry bodies and academia, I'm confident that Mark's term will position the ARF for even greater success in the future," said Scott McDonald, CEO & President of the ARF.

View all members of the ARF Board of Directors and Board of Trustees [here](#).

#### New Officers, ARF Board of Directors:

- Mark Truss from VML, Chair
- Bill Livek from Comscore, Treasurer

#### New Members, ARF Board of Directors:

- Neha Bhargava from Meta
- Colleen Fahey Rush from Paramount
- Steven Millman from Dynata

#### New Members, ARF Board of Trustees:

- Cartier Stennis from X
- Claire Browne from Adelaide
- Julie DeTraglia from Netflix

- Lily Tong from Amazon
- Mainak Mazumdar from FOX
- Radha Subramanyam from CBS

McDonald continued, "We're excited to welcome all of our new board members and officers, and we're so appreciative of the time, expertise and leadership they lend to the ARF. Their involvement elevates our strategic initiatives and reinforces our commitment to advancing the scientific practice of advertising and marketing."

**About the Advertising Research Foundation**

Founded in 1936, the Advertising Research Foundation (ARF) has emerged as the preeminent authority on unbiased quality in advertising, media, and marketing research. With over 400 member companies, the ARF's powerful knowledge, unified standards, and best practices have proven invaluable time and again. The ARF continues to drive continuous improvement in advertising and marketing practices by fostering collaboration and innovation, shaping the industry's future.

In today's rapidly changing technology landscape, the ARF remains committed to providing accurate information, setting industry standards, and promoting transparency. For more information, visit [www.thearf.org](http://www.thearf.org) and also visit us on [LinkedIn](#), [YouTube](#), [X \(Twitter\)](#), and [Facebook](#).

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