

Marco Parente
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Mr. Parente oversees Nielsen's portfolio of ad viewability products and UI platform development for Nielsen Campaign Ratings. As a domain expert in online video, Mr. Parente previously led global product management and international expansion of Nielsen's Internet streaming measurement products and services, and is a member of the IAB's Emerging Innovation Taskforce committee working to define Viewability measurement standards for online display and video advertising. Prior to Nielsen, Mr. Parente led channel sales at Origin Digital (an Accenture company) where he managed strategic partnerships in the live video IP broadcasting and enterprise video platform space. Prior to this, he held senior sales engineering and business development roles at BitTorrent, Inc. and CacheLogic/Velocix (acquired by Alcatel Lucent), leading startups in the online video content delivery space. Mr. Parente holds a B.A. with Distinction from Boston University, and has pursued post-graduate research in consumer media psychology at the University of Leicester in England.