

Hetal Patel
Head of Sales Research and Insights, Vox Media

Hetal Patel is a thought leader who is passionate about the evolving media and advertising landscape. By using multiple data sources across the spectrum of syndicated, custom & first party data, Hetal helps advertisers and brands make insightful & data-rich connections between products, consumers and advertising.

Previously, she worked at iHeartMedia for 5 years, where she was a VP of Corporate & Consumer Insights. She led measurement initiatives across iHeart's broadcast, digital & events product portfolio. Her alternative job title was "Chief Storyteller", where she provided impactful, data-inspired stories for iHeartMedia's positioning in the marketplace. Before iHeartMedia, Hetal's experience spanned across a wide range of research methods - qualitative, quantitative and advanced analytics with renowned vendors/suppliers such as Nielsen, Radius GMR & KPMG Nunwood.

She has extremely strong industry org affiliations with her participation in iAB's Artificial Intelligence committee, ARF's Social Media Committee & multiple Women Leadership groups. She's a big believer in sharing back with the research community and is very vocal at various conferences, such as presenting data at ARF conferences on "Media, Music & LGBTQ Community", at Netbase Conference on "Social Media Strategies to Engage Millennial consumers" and most recently a keynote speaker at an Apptentive conference "How to Make sense of All your data".

Hetal has a Masters in Clinical Psychology from Mumbai University and was enrolled in a Phd in Cognitive Psychology at University of Carolina.