

Mike Rich is a Vice President at comScore, Inc. (NASDAQ:SCOR), the global leader in measuring the digital world. Mike leads internal and external teams crafting new solutions for measuring multi-platform consumption. He specializes in helping clients gather market intelligence, conduct advertising effectiveness, solve enterprise big data collection, mining and reporting challenges as well as develop new methodologies to measure emerging technologies. Mike has lead several teams creating innovative solutions including comScore's first efforts for measuring online video, social media and gaming platforms. He has a Bachelor's degree in Journalism from Boston University. Mike's full profile is available on LinkedIn at <http://www.linkedin.com/in/mikerich>.