

Kelly Abcarian is Senior Vice President, Watch Product Architecture for Nielsen. In this role, Kelly focuses on aligning cross-product solutions for television, digital and cross-platform content and advertising. Kelly has been with the organization for nine years and has been focused for the last three years working with publishers, agencies and advertisers across the Globe. Kelly also has had numerous senior roles managing the company's largest technology platforms servicing clients in the Watch & Buy segments of Nielsen's business. She was responsible for developing and delivering the first on-demand platform for the Buy business, and was instrumental in the delivery of Nielsen's Online Campaign Ratings and Mobile Measurement Platforms.

Prior to Nielsen, Kelly held senior leadership positions for large Technology Companies, including Siebel Systems and Oracle. She currently resides in Chicago.