

## Access to Experts



**Pete Blackshaw** , Executive Vice President, Strategic Services , Nielsen

Pete Blackshaw is a recognized expert in interactive marketing, word of mouth, and consumer understanding. He brings a broad range of experience to his role as Executive Vice President of Strategic Services for NM Incite, including public policy, interactive marketing, and brand management. In his previous role as Executive Vice President of Digital Strategic Services for Nielsen, Pete and his team worked with many of the world's top brands and corporations to develop cohesive, consumer-centered digital programs and strategies.

Pete joined The Nielsen Company through the Nielsen BuzzMetrics' acquisition of Intelliseek, where he served as Chief Marketing and Client Satisfaction Officer and was responsible for major client engagements and marketing efforts. In 1999, he founded PlanetFeedback.com which Intelliseek acquired. Prior to starting PlanetFeedback.com, he spent several years at P&G focusing on interactive marketing and brand management. Pete began his career as press secretary and legislative consultant to California State Senator Art Torres where he guided several consumer-focused bills to passage and initiated the nation's first "interactive" legislative hearing.

Pete is author of "Satisfied Customers Tell Three Friends, Angry Customers Tell 3000: Running a Business in Today's Consumer-Driven World." He writes a bi-weekly column in Advertising Age and co-founded the Word-of-Mouth Marketing Association (WOMMA). He currently serves as Chairman of the Board of the National Council of Better Business Bureau (BBB) and sits on the National Advertising Review Council. Pete is a graduate of Harvard Business School and the University of California, Santa Cruz. He has a BA in Politics from the University of California at Santa Cruz.

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