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comScore Adds Joan Lewis to its Board of Directors

RESTON, Va., Jan. 15, 2015 /PRNewswire/ -- comScore, Inc. (NASDAQ: [SCOR](#)), a leader in measuring the digital world, today announced that Joan M. Lewis, formerly Senior Vice President of Global Consumer and Market Knowledge at The Procter & Gamble Company, has been appointed as a member of the company's Board of Directors, effective today. She will also serve on the Audit Committee of the Board of Directors. Ms. Lewis' appointment fills the vacancy created by the resignation of Jeffrey Ganek, a member of the comScore Board of Directors since May 2008.

"I could not be more excited to welcome Joan to our Board of Directors," said Serge Matta, CEO of comScore. "Not only is her expertise in market research and digital media and analytics invaluable, but she has extensive knowledge of the global complexities associated with the work we do at comScore. Joan also has a keen understanding of the current trends that are both influencing our business and redefining the ways in which media is bought and sold. This makes her perspective a welcome one as comScore continues to make audiences and advertising more valuable for our clients."

Lewis worked at Procter & Gamble for more than 27 years, both in the U.S. and in Europe, most recently serving as the Senior Vice President of Global Consumer and Market Knowledge, leading insights and consumer analytics for the world's largest consumer packaged goods company. Previously, Lewis held a number of other leadership positions with Procter & Gamble in the market research organization, including Vice President, Global Operations and Director, North America. Lewis created Procter & Gamble's shopper research program in North America, which pioneered the creation and application of shopper insights at retail.

"It is a privilege to serve on the company's Board of Directors," said Lewis. "I've watched comScore evolve from a startup to a mature digital advertising and measurement company. The unique combination of technology leadership and research expertise makes comScore an exciting place to be and I look forward to contributing to the work of this smart, innovative team."

Lewis has served on the Board of Directors of several organizations, including the Singapore Industry Advisory Board for Consumer Insights, the Advertising Research Foundation Board of Directors, and the Business Advisory Council for the Farmer School of Business at Miami University. She holds a B.S. from the Miami University of Ohio.

"We are grateful for the many contributions of Jeffrey Ganek," said Matta. "His advice and counsel over the past six years has been instrumental in the company's continued growth and success, and we wish him well in his future endeavors."

About comScore

comScore, Inc. is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit www.comscore.com/companyinfo.

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