



LOUISE AINSWORTH APPOINTED WARC CEO

London, 28 June 2012

Warc Ltd announced today that Louise Ainsworth will join the company as Chief Executive Officer on 3rd July 2012.

Most recently, Louise was SVP, Advertiser Solutions, International at Nielsen where she was responsible for the development and rollout internationally of Brand Effect, Nielsen's new advertising effectiveness offering. Previously as Managing Director EMEA, Nielsen Online she oversaw Nielsen's online audience and advertising measurement, social media monitoring and mobile media measurement capabilities in the Europe, Middle East and Africa regions.

Before Nielsen, Louise spent several years in the agency world, at Organic the digital agency and at OgilvyOne London where she led the interactive team and became Managing Partner, Consulting and Planning.

She started her career as a marketer at Shell, followed by a period at Bain & Company, the strategy consultancy, from where she moved to the BBC as a strategist, working at BBC.co.uk and BBC Education.

Louise holds a degree in Engineering Science & Economics from Oxford University, an MSc in Management Science and Operational Research from Warwick University, and an MBA from INSEAD.

Warc's chairman, Steve White, said he is delighted with the appointment:
"Louise came out in front of an impressive field of candidates wanting to lead Warc. I believe she has all the qualities needed to make the business grow and to find even greater success."

Ainsworth comments: "I have been a huge advocate for Warc since I first used it as a client. In today's complex marketing environment the need for quality market intelligence is greater than ever. Beyond the service itself Warc represents a community of industry practitioners who believe that great advertising is based on great insight – I look forward to working with them."

Louise lives in Berkshire with her husband and two children. She is a trustee of the Nominet Trust.

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About Warc

Warc is the global provider of ideas and evidence to marketing people

Warc's premium online intelligence service, warc.com, includes more than 6,000 case studies and a huge resource of articles on new thinking and best practice across all areas of marketing. With users in over 100 countries, it is a unique resource relied upon by agencies, brand owners and media groups.

Alongside the Warc service we publish five highly respected magazines and journals: Admap, Market Leader, International Journal of Advertising, Journal of Advertising Research and International Journal of Market Research. We host market leading conferences on key industry issues such as measuring advertising performance.

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