

Crystal Barnes named Nielsen's Vice President of Industry Relations

Written by
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NEW YORK – Crystal Barnes, formerly Director of Industry Relations, was named Vice President of Industry Relations for Nielsen, a leading global provider of information and insights, effective immediately. In her role, Barnes is responsible for expanding the reach of Nielsen's thought leadership efforts across the media and consumer industries, focusing on the increasingly diverse and connected consumer.

Barnes began at Nielsen in 2004 as part of the company's Emerging Leaders Program (ELP). As an Emerging Leader Associate, she was exposed to various industries and expertise across the company. Upon completion of the program, Barnes worked in public affairs and was instrumental in the expansion of Nielsen's multicultural outreach efforts, strengthening the company's communications and public affairs program. Since her appointment to the industry relations position, she has developed and managed strategic alliances with industry and business associations within the global business community. Barnes applies significant strategic and tactical skills to expand and transform the company's position in the industry, both with traditional and new associations in the digital space.

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Prior to joining Nielsen, Barnes held production and communications positions at WHP, a CBS affiliate in Harrisburg, Penn. and Comcast SportsNet in Bethesda, MD. A native of Pennsylvania, she received a Bachelor of Arts Degree in Broadcast Telecommunications and Mass Media from Temple University.

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.