



Numeris Announces Sue Haas as Interim CEO

For Immediate Release

TORONTO, July 09, 2024 – Numeris announced today that Neil McEneaney is stepping down from his role as CEO, effectively immediately. Sue Haas, the current President and COO of NLogic, will assume the role on an interim basis while the Company conducts a comprehensive search for its new leader.

“We thank Neil for his dedication, energy, and contributions to Numeris and the Canadian media industry. Over the past eight years, Neil has been instrumental in advancing Numeris’ measurement agenda, including the development and launch of VAM and Enhanced TAM. We wish him all the best in the future,” said Greg McLelland, Chairman of the Numeris Board of Directors.

This leadership change aligns with Numeris’ ongoing focus on meeting the shifting needs of the media industry in Canada. Consumers have more ways to access video and audio content than ever before, which is creating exciting new opportunities for broadcasters, agencies and brands, but also presenting significant challenges in truly understanding the business impact of media investments in this highly fragmented environment. As we continue to adapt to a cross-media landscape, there is a greater need for audience measurement that is transparent, standardized and privacy-compliant.

“Now is the right time to boldly reimagine the role Numeris plays and how it can best support its clients and stakeholders,” said Greg McLelland. “Media is a proven driver of business outcomes and as the industry continues to evolve in Canada, and indeed worldwide, Numeris must lead the way in Canadian measurement, embracing the new realities of this unique market. This leadership change sets the stage for the next chapter in measurement, as we continue to deliver a trusted trading currency for TV and Radio while moving swiftly towards more holistic measurement of both content and advertising,”

About Numeris

Numeris is a leading audience data company curating data and insights that makes sense of media behaviours in a cross-platform, cross-media world. Fully compliant with Canadian privacy and data protection laws, Numeris uses sophisticated data tracking and measurement technologies to holistically measure linear and digital consumption. As a not-for-profit Joint Industry Committee (JIC), and by and for the Canadian media industry, Numeris leads the development and delivery of transparent and standardized audience data solutions that answer local needs while being aligned to global standards.

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