

Numeris Appoints Alicia Olson-Keating as President & CEO

Press Release

Toronto, January 14, 2025 – Numeris announced today the appointment of Alicia Olson-Keating as its new President & CEO, effective early April 2025.



With an impressive 37-year tenure in the media industry, including 28 years in Canada, Alicia brings unparalleled expertise across a spectrum of multi-media disciplines. Her proficiency spans strategic planning, both qualitative and quantitative research, data analytics, and insightful measurement. Alicia has collaborated with diverse teams in Sales, Advertising (Buying, Planning, and MMM), Revenue, Partnerships, Programming, and Content Distribution. As a visionary leader, she has spearheaded data development and business intelligence projects, leveraging data and insights to achieve superior results. Her innovative mindset and problem-solving prowess inspire high-performing teams, fostering a culture driven by results and excellence.

In November 2015, after a successful media journey in Canada, Alicia was handpicked to spearhead the Data & Insights division at ABC in Sydney, Australia. There, she led the first-ever cross-media insights and analytics team, delving deeply into the intricate relationship between media and its audience. Her journey with the Australian Public Broadcaster not only honed her commercial media expertise but also allowed her to collaborate closely with the ABC Executive team. Together, they navigated the challenges of digital disruption, driving transformative change across all divisions of the ABC.

Alicia is returning to Canada, stepping into a pivotal role at Numeris after her impressive tenure as Managing Director and CEO of Nielsen TAM Australia. With her, she brings a wealth of expertise and a proven track record of leveraging measurement and data to propel businesses forward. Her deep insight into the varied needs of industries and the critical role of reliable, evolving measurement standards is unparalleled. As Managing Director at Nielsen TAM, she expertly navigated P&L responsibilities and spearheaded comprehensive business operations, from recruitment to panel management, culminating in the groundbreaking creation of Virtual Australia (VOZ). This innovative TV and video currency, which became the national standard on December 29, 2024, showcases her exceptional talent for fostering industry collaboration and engaging diverse stakeholders to achieve remarkable outcomes.

This appointment follows an extensive search for a President and CEO to elevate Numeris as the global leader in media measurement and insights. As a forward-thinking leader with extensive experience navigating the complexities of a rapidly evolving industry, Alicia is tasked with driving transformation and growth, while continuing to deliver trusted measurement for all industry stakeholders.



“We are thrilled Alicia will be joining Numeris as President and CEO” said Perry MacDonald, Chair, Numeris Board of Directors. “Alicia will be driving the advancement of cross media measurement in Canada, and her vision, expertise, and leadership will propel Numeris into an exciting future. She is uniquely equipped to move Numeris forward in an everchanging and complex Canadian media ecosystem.”



Sue Haas who has been serving as Interim President & CEO, will continue to lead Numeris through the next few months before resuming her primary role as President & COO at NLogic. During this time, she will play a key role in ensuring a smooth transition and supporting Alicia as she steps into the position.

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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