



Numeris and NLogic Announce Strategic Leadership Appointments to Accelerate Growth and Deepen Client Partnerships

FOR IMMEDIATE RELEASE

Toronto, ON – October 8, 2025 Numeris and NLogic are pleased to announce three key leadership appointments that reflect the organizations’ commitment to growth, innovation, and client-centric transformation in a rapidly evolving media landscape with a focus on driving greater efficiency and delivering more streamlined solutions.

Sue Haas has been appointed Chief Growth Officer for both Numeris and NLogic, building on her successful tenure as President & COO of NLogic. In this newly created role, Sue will lead strategic initiatives focused on expanding the measurement footprint, forging new partnerships, and unlocking growth opportunities across both organizations. Her dual leadership will ensure a unified approach to innovation and partnership development, reinforcing the value of collaboration in today’s dynamic media environment.

Catherine Malo has been named SVP, Client Strategy & Solutions, Marketing & Communications for both Numeris and NLogic, reflecting her deep expertise in client engagement and strategic communications. Catherine’s new role signals a sharpened focus on delivering client value, enhancing communications, aligning solutions with industry needs, and improving efficiency through a more streamlined, end-to-end client experience. Her deep understanding of client priorities and her commitment to excellence will continue to be instrumental in strengthening the organizations’ ability to respond to client needs with agility and clarity.

As part of this evolution, John Turbessi who joined Numeris in July will play a key role in bridging technology and product delivery across Numeris and NLogic. With extensive experience working with Nielsen measurement across global markets, John is aligning IT and Engineering functions to drive greater operational efficiency and speed to market. His strategic oversight supports the organizations’ commitment to delivering smarter, faster, and more integrated solutions to clients.

These appointments are made under the continued leadership of Alicia Olson-Keating, who remains President & CEO of Numeris and NLogic.



Sue, Catherine and John each bring a powerful combination of strategic vision and client-first thinking to their new roles. As we continue to evolve our measurement capabilities and expand our partnerships, their leadership will be essential in ensuring our clients remain at the centre of everything we do, that we can deliver at scale, and drive transformation in the measurement business in Canada.”

Alicia Olson-Keating
President & CEO of Numeris and NLogic

About Numeris

Numeris is a leading audience data company curating data and insights that make 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. www.numeris.ca

About NLogic

NLogic, a subsidiary of Numeris, is Canada’s leading provider of TV, radio and cross-platform audience and advertising data solutions. With decades of experience, they help organizations leverage data to drive more effective advertising and marketing strategies. NLogic provides a suite of software products, audience data, and insights that empower their clients to succeed in the rapidly evolving media landscape. www.nlogic.ca

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