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# Numeris Appoints Bryan Segal as Head of Growth Strategy to Accelerate All-Media Vision

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## Press Release

**Toronto, ON** – June 01, 2026

Numeris today announced the appointment of Bryan Segal as Head of Growth Strategy, reporting to Sue Haas, Chief Growth Officer. Bryan joins Numeris at a pivotal moment as the organization advances its multi-year transformation to become a modern, fully operational data company serving the Canadian media ecosystem.

Bryan brings more than 25 years of experience driving commercial growth and market expansion across digital, cross-platform, and audience measurement solutions. He joins Numeris from Comscore, where he served as Senior Vice President, Commercial, leading go-to-market strategies and partnering closely with broadcasters, digital platforms, advertisers, and agencies navigating rapidly converging media environments. In his new role, Bryan will help drive strategic growth across Numeris' portfolio while supporting the organization's long-term vision to deliver a trusted, integrated Canadian data hub for content and advertising measurement, spanning video, audio, digital, print, and out-of-home.



“Bryan’s experience leading commercial strategy in digital and cross-platform measurement is perfectly aligned with Numeris’ vision” said Sue Haas, Chief Growth Officer, Numeris & NLogic. “As we modernize our data infrastructure, expand our digital and hybrid measurement capabilities, and evolve our Canadian data offering, Bryan will play a key role in helping us move faster and deliver meaningful value to the industry.”

Numeris’ 2–4 year strategy is anchored by a clear North Star: unifying Canada’s fragmented measurement landscape, modernizing legacy systems through a data-centric architecture, and establishing Numeris as the trusted Canadian hub for media data. Bryan’s background in scaling digital measurement solutions and working within complex, multi-vendor ecosystems directly supports this ambition.



Bryan expressed enthusiasm about joining Numeris during a period of significant industry and organizational transformation. “Numeris has a unique mandate and opportunity in the Canadian market,” said Bryan Segal.

“As the industry moves toward more data-driven, cross-media, and AI-enabled decision-making, trusted and interoperable measurement becomes essential. I’m excited to help advance Numeris and NLogic’s vision and support the evolution toward modern, hybrid measurement that reflects how audiences actually consume content today.”

Bryan will be based in Toronto and officially begins his role on June 1st.

## 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. [www.numeris.ca](http://www.numeris.ca).

## Contact:

Anja Bundze

Marketing Director

T: 416-702-2095 | E: [anja.bundze@numeris.ca](mailto:anja.bundze@numeris.ca)

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