

Aaron Fetters
Senior Vice President of Marketing Solutions comScore, Inc.

Aaron Fetters serves as Senior Vice President comScore Marketing Solutions with direct responsibility for the CPG and Automotive verticals.

Aaron brings over 17 years' experience in the CPG industry having held various positions at Procter and Gamble and the Kellogg Company. Most recently Fetters served as director of the Insights and Analytics Solutions Center at the Kellogg Company overseeing a broad marketing insights organization tasked with building leading-edge approaches in areas such as:

- Market mix modeling
- Advanced digital marketing analytics
- Idea, product, and communication validation
- Data management and programmatic strategies.

Fetters' position at the Kellogg Company enabled him to play an expanding leadership role within the digital and marketing research and analytics industry at large, through key roles and speaking engagements with the Advertising Research Foundation (ARF), I-COM, iMedia, Association of National Advertisers (ANA), Coalition for Innovative Media Measurement (CIMM), and other organizations. Fetters recently served as Co-Chair of the ANA Measurement Committee.

Fetters has received multiple recognitions throughout the Marketing and Research industry for his achievements. In 2015 he was awarded the ARF Great Minds Game Changer Leadership award, and was recently named as one of Brand Innovators' "40 Under 40 Midwest" Class of 2014, as well as a

2014 iMedia 25 Marketing Leaders and Innovators.