

VideoAmp Taps Industry Veteran to Lead Media Measurement Auditing, Expands Efforts to Promote Transparency and Bolster Standards Compliance

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NEW YORK--(BUSINESS WIRE)-- **VideoAmp**, a leading tech-first media measurement company transforming advertising, today announced the appointment of Jessica Jensen to Senior Director, Product Methodology and Analytics. Jensen's addition comes as the company continues to prioritize efforts to bolster its cross-platform media measurement standards and compliance.

Jensen joins VideoAmp from Ernst & Young (EY), where she served in Consulting Services for 16 years. In her new role, she will be responsible for optimizing audit readiness and implementing strategic policies that enhance transparency and amplify the company's industry exposure. She will report directly to Adria Jewell, VideoAmp's SVP, Product Methodology.

"I'm so excited to begin this new journey with the innovative and dynamic team at VideoAmp," said Jensen. "I look forward to contributing to the great foundation they've already built and working together to deliver the best possible results for our clients."

During her tenure at EY, Jensen led independent, high-quality audits on behalf of MRC and grew the firm's media measurement assurance team. Her deep understanding of industry standards and strong rapport with leading accreditation bodies will help fuel VideoAmp's overall growth and advance the company's capabilities to provide the highest quality measurement.

"We're thrilled to welcome Jessica to VideoAmp as we continue to build out a rock-solid team devoted to measurement standards and compliance efforts," said Josh Hudgins, Chief Product Officer at VideoAmp. "We're

serious about pursuing MRC accreditation and look forward to accelerating our progress toward this goal with Jessica at the helm.”

With the company on track for \$1 billion+ to be guaranteed on VideoAmp currency in 2024, Jensen’s addition further drives home VideoAmp’s commitment to raising the bar and delivering exceptional results for its clients. VideoAmp continues to see incredible adoption for its measurement and currency solutions with 641% YoY growth, 98% coverage of the TV publisher ecosystem, 11 agency groups and more than 1,000 advertisers now working in close collaboration with our teams.

About VideoAmp

VideoAmp is a media measurement company transforming advertising. By leveraging the power of currency-grade big data, VideoAmp’s solutions allow clients to access advanced audiences and real-time insights to plan, optimize and measure media investments across platforms. With these solutions, media sellers can increase the value of their inventory, while advertisers can benefit from increased return on investment. VideoAmp is headquartered in Los Angeles and New York with offices across the United States. To learn more, visit www.videoamp.com.

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