

Bob Luff, EVP & Chief Engineering Officers, Nielsen

Robert (Bob) Luff is EVP & Chief Engineering Officer and leads Nielsen's global vision and strategy for all Engineering activities across Nielsen in the rapidly evolving digital media and measurement age requiring the development of new technologies and devices, including measurement technologies for TV ratings, on-line, cinema/ box office, mobile/ portable devices, VOD, video rentals, games, music, and print advertising. Bob is well known and has a rich, multifaceted telecommunications industry background that includes technology leadership roles in broadcasting, cable television, telephony, trade association, regulatory, and manufacturing segments of the industry, including international responsibilities. Specifically, Bob has had CTO positions at NBC Network, National Cable TV Association (NCTA), and two top 10 Cable MSOs (United Artists Cable, Jones InterCable), Scientific-Atlanta (now part of Cisco), VP of Strategy for Bell Atlantic (Verizon), and the FCC as Chief Technology Advisor to the Chairman. He has received numerous awards and distinctions for his leadership and innovation, including two Cable ACE Awards (Executive Producer- A Conversation with the President of the United States; Outstanding Engineering Achievement). He served as President and Board member of the Society of Cable Television Engineers (SCTE) for many years. Throughout his career, Bob has been a frequent writer & presenter and has been active on domestic and international technical standards committees.