**Jason Wiese**

**Senior Vice President, Director of Strategic Insights, VAB**

Jason Wiese serves as senior vice president, director of Strategic Insights at VAB and leads the insights team in producing actionable, unique intelligence about today’s complex video environment to help marketers make fully informed media decisions.

Jason has been instrumental in developing and overseeing VAB’s most sought-after marketer’s guides and reports on topics spanning the video landscape. He is the key architect behind VAB’s distinctive and recognized analyses within the areas of comparable metrics, attribution and social TV, among others.

Prior to joining VAB, Jason’s multifaceted media career spanned both the advertising agency and TV network sides of the business. On the agency side, he led strategy and investment teams in the development of innovative, integrated campaigns for a range of successful, high-profile brands such as Brown-Forman, Dyson, Kohl’s Department Stores, Lowe’s Home Improvement, Sony Electronics, Exxon Mobil and Avis Rent-A-Car.

At Discovery Communications, he developed ad sales strategies for brands across a portfolio of 14 TV networks including Discovery, TLC and Animal Planet and also worked closely with the corporate strategy and development teams to identify new opportunities for revenue generation. His experience working with clients beyond media strategy and investment across marketing disciplines instilled a strong understanding of the communications ecosystem and the challenges marketers face to drive successful outcomes.

Jason frequently speaks at industry events throughout the country on a wide range of topics such as the current video landscape, the evolution of media behaviors, future trends and innovations. He earned his Bachelor of Science degree in Communications from the University of Miami where he also held his first role in television as a WAMI-TV intern in Miami Beach. Jason resides in Manhattan.