

## **Gary Getto**

### **Co-Founder, President, ABX Advertising Benchmark Index**

#### ***A Pioneer in Measuring Across all Media Types***

*Gary has an extensive background in product development, strategic planning, and sales/marketing. He is a frequent speaker to the advertising, marketing, and public relations communities.*

*Gary is a pioneer in efforts to measure and analyze the combined impact of news coverage, social media, and advertising communications on key business metrics, such as sales or product preferences, with ground-breaking work linking communications activity to business outcomes. He was also one of the first to apply artificial intelligence to better understand how communications impacts consumer behavior.*

*As part of these pioneering integrated measurements, the need to benchmark every ad and build a comprehensive database of advertising performance metrics for evaluating all advertising creative became clear. Gary has been part of the ABX management group that developed the methodology, technology, and criteria for measuring advertising performance globally, and at scale, in an affordable manner.*

*Now Gary and all ABX partners work with communications leaders across a diverse set of industries to expand that understanding by incorporating the first-ever Gender Equality Index™, creative measurement solutions for ESG, Diversity & Inclusion, Ethnicities (in and out-of-country), Product Placement/Integration, Brand Fit™, Gaming, Audio and more.*

*Gary holds a B.S., in Mechanical Engineering from Lehigh University and a Masters in Management Science from Stevens Institute of Technology.*