

**John Fix**

*John enjoyed a 27-year career at P&G which spanned Engineering, R&D, Market Research and Marketing, giving him a very well-rounded view of products and branding. Since his recent retirement from P&G, John has opened his consultancy and is working across media and measurement suppliers.*

*At P&G, John was one of the first with a role dedicated to media analytics, from planning to attribution. He had responsibilities for the analysis and selection of media measurement applications, creative testing, lift tests, attribution and planning tools. John is recognized as having led a consumer goods giant's return to audio advertising.*

*John has presented at various forums including Advanced Research Forum (ARF), AMA, and NAB events and is currently partnering with the IAB and RAB.*