

# Mark Truss

## Global Director of Brand Intelligence J. Walter Thompson Company

Mark Truss oversees research, insights and brand intelligence at J. Walter Thompson and has been an Adjunct Professor at Columbia University and NYU for the past eleven years.

Mark is an active contributor within the market research industry, writing for and speaking at events hosted by the ARF, the 4A's and the IAB, and lending his expertise to industry bodies such as the Market Research Council, the Ad Council's Research Committee, Social Media Week, as a member of ESOMAR, and as a Board Member of the ANA Educational Foundation and the Advertising Research Foundation.

Mark's work has been covered in numerous news outlets including *Time*, *Newsweek*, *The Wall Street Journal*, *Buzzfeed*, *Ad Age*, and *Adweek* and has appeared on PBS's *Charlie Rose*. In addition, Mark has been a guest speaker at corporate events for companies including Facebook, NBC Universal, and Scholastic, and a lecturer at numerous colleges and universities, including Miami Ad School, Villanova, Fordham University, and Brandeis.

