



Marie Jannone – Partner

Marie Jannone has over 25 years of experience in national television media with the focus in the areas of national cable and syndication. Her experience includes account management, sales leadership, business management, proposal development and contract negotiations.

Marie was Vice President, Director of Business Management, which was part of the National Television Client Services division of the Nielsen Company. In this role, she was the senior legal and business affairs liaison between National Television Client Services and senior leadership for clients. In this capacity, she gained experience in negotiating business terms and licensing agreements.

Previously, Marie was Vice President, National Marketing Manager for Nielsen Homevideo Index, a division of Nielsen Media Research. This division was responsible for providing service to national cable networks. In this role, Marie managed the sales team and assisted in business operations for the division.

Marie began her career in the Nielsen Syndication Service division of Nielsen Media Research, where she quickly moved to a sales role. After a ten year engagement in syndication, where she became a subject matter expert in syndication services, Marie moved to Nielsen Homevideo Index where she gained knowledge and experience in the national cable business.

Marie graduated from Pace University with a B.S. in Marketing.

Rich Gideon – Partner

Rich Gideon has over 25 years of national and local television broadcast research experience. Rich's experience includes sales negotiation and account management, Software Product Planning, Local TV Station programming consulting and In-depth knowledge of PC software and hardware technologies.

Rich was Senior Vice President, Sales Development as part of the Local Television Client Services division of the Nielsen Company. In this role, Rich developed products to commercialize quick-to-market solutions for Local broadcast, cable and advertising agency clients.

Previously, Rich was Senior Vice President of the Marketing Strategy and Support group for Nielsen Media Research. The group's responsibilities included TV ratings data analysis, data issues resolution for the National Sales and Marketing division. Rich also provided his knowledge and expertise towards the development of unique products, i.e. Fast Affiliate ratings delivery to handheld devices and the rapid implementation of expanded sports type codes.

Prior to Nielsen, Rich was Director of Research - Information and Analysis at CBS. He was responsible for the analysis and delivery of Nielsen's National and Local ratings data for the CBS organization. He was also one of the principal architects during the design and development of their proprietary national ratings reporting and analytical software platform.

Before CBS, Rich held software development and sales management positions at Arbitron.

Rich graduated from the University of Arizona with a B.S. in Mechanical Engineering