

TransUnion Appoints Matt Spiegel Executive Vice President of Digital Marketing Solutions
Wednesday, August 08, 2018 10:00:00 AM (GMT)

CHICAGO, Aug. 08, 2018 (GLOBE NEWSWIRE) -- TransUnion (NYSE: TRU), a leading global information solutions provider, announced today the appointment of Matt Spiegel as the executive vice president of digital marketing solutions, heading a new TransUnion media vertical.

"In today's competitive marketplace, clients need to optimize their marketing spend which includes effectively using digital marketing opportunities," said Chris Cartwright, president of TransUnion's USIS division. "We're excited to add Matt's market insight and industry understanding to the TransUnion team."

Spiegel is a seasoned agency and marketing executive, with a deep understanding of where media intersects technology and data. His expertise will further TransUnion's ability to deliver the addressable solutions required by enterprise marketers and media companies to make informed modeling, strategic investment planning and digital targeting decisions.

"TransUnion has an unrivaled platform perfect for expanding our digital marketing solutions," said Spiegel. "The company has a history of delivering innovations to clients that include the data stewardship you'd expect, married with analytics and technology that turns data into information. I'm excited to build from this strong foundation."

Most recently, Spiegel served as the managing director of MediaLink, where he was responsible for leading the company in digital marketing, media, and technology innovation. Prior to working at MediaLink, Spiegel was the founder and CEO of Resolution Media, Omnicom's search marketing agency. He holds a Bachelors of Marketing degree from the University of Illinois at Urbana-Champaign.

In addition to Spiegel's work building bridges between marketing and technology, he is a mentor with Impact Engine and was a Crain's Chicago Business 40 Under 40 honoree in 2014.

About TransUnion (NYSE:TRU)

Information is a powerful thing. At TransUnion, we realize that. We are dedicated to finding innovative ways information can be used to help individuals make better and smarter decisions. We help uncover unique stories, trends and insights behind each data point, using historical information as well as alternative data sources. This allows a variety of markets and businesses to better manage risk and consumers to better manage their credit, personal information and identity. Today, TransUnion has a global presence in more than 30 countries and a leading presence in several international markets across North America, Africa, Latin America and Asia. Through the power of information, TransUnion is working to build stronger economies and families and safer communities worldwide.

We call this *Information for Good*SM.

<http://www.transunion.com/business>

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Primary Identifiers: TRU-US

Related Identifiers: TRU-US

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