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Murrer Named Chairperson of the ARF

Head of Marketplace Insights for Levi Strauss & Co. is first female marketer to hold the position and first based on the West Coast

New York, NY, September 19, 2018- Barbara J. Murrer, Senior Director of Marketplace Insights for Levi Strauss & Co., has been named Chairperson of the Board for the Advertising Research Foundation (ARF), the industry leader in advertising research among brand advertisers, agencies, media companies and research firms.

Murrer is the first female marketer to serve as Chair in the ARF's 82-year history and the 6th woman overall. She is also the first Chair to be based on the West Coast. She succeeds Jed Meyer, Director, Brand Measurement, Google, who has held the position since 2016.

"Barb's appointment is truly reflective of the evolution underway at the ARF," says Scott McDonald, ARF CEO and President. "Her being the first Chair based on the West Coast corresponds to the ever-increasing importance of companies based in California, Oregon and Washington. Barb's position as a marketer will keep the role brands play front and center at the ARF. Her work and expertise here will enhance the ARF's role as a primary provider of consumer insights."

With more than 25 years' experience in the global packaged goods and apparel industries, Murrer has extensive experience leveraging insights to inform strategy, marketing, innovation, customer and financial decisions. As Senior Director of Marketplace Insights for Levi Strauss & Co, Murrer oversees an integrated insights team leading work across Asia, Europe and the Americas. Her focus includes work informing advertising, product, retail and ecommerce across the full consumer journey. She is a two-time recipient of the company's Excellence Award.

Levi Strauss & Co. is one of the world's largest brand-name apparel companies. Having invented the blue jean 145 years ago, the company has been successful in building upon its heritage, while continually reinventing itself to stay relevant and thinking ahead through innovative, sustainable and progressive practices. The company's four brands (Levi's®, Dockers®, Denizen® and Signature by Levi Strauss & Co.™) are renowned for their quality, originality and integrity. Levi Strauss & Co. has a footprint of more than 110 countries worldwide with approximately 2,900 retail stores and shop-in-shops and reported \$4.9 billion in revenue in 2017.

"Just as the advertising industry is undergoing rapid transformation to meet the many challenges of shifting consumer media consumption and buying behavior, so, too, is the ARF changing," says Murrer.

“As we look to provide our members with deeper insights and innovative original research to help them navigate these changes, my experience as a marketer with roots on the West Coast will help provide a perspective on where the industry is headed today. We have a strong and varied membership within the ARF, and I am looking forward to working to better understand and address these needs.”

Prior to Levi Strauss, Murrer was Director of Market Intelligence at The Clorox Company, where she led the Cleaning Division and international research teams handling all insights work across product, brand and sales. While there, she launched and drove the development of the Shopper and Advanced Analytics groups, and spearheaded research on marketing portfolio spend optimization, for which she received a Marketing Strategy Award.

Murrer has previously held positions at A.C. Nielsen/Kraft General Foods, and Bank of America. She has an MBA from William E. Simon Graduate School of Business and a BA in Economics and Political Science from Colgate University.

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About the Advertising Research Foundation

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has 400 members from leading brand advertisers, agencies, research firms, and media-tech companies. For more information, please visit www.thearf.org.

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