



Inaugural Class Graduates with NYU/ARF Certificate in Marketing Optimization & Insights

Students from Levi Strauss & Co., Oracle, Optum, gain strategic advantage in delivering marketing insights for their respective companies

Registration for the March Foundations class open through February 13

New York, NY (February 1, 2023) – The Advertising Research Foundation (ARF) today announced the inaugural class of graduates from its NYU/ARF Certificate in Marketing Optimization & Insights program, established in partnership with NYU School of Professional Studies.

This first class of graduates include professionals from datafuel, Dynata, Empower, Juniper Networks, Levi Strauss & Co., Marketscience, Mindshare, Oracle, Optum, TelevisaUnivision, and UnitedHealth Group. View the complete list of graduates on the [ARF website](#).

Developed by leaders in the industry in conjunction with NYU faculty, the NYU/ARF certificate program teaches students to apply contemporary analytic methods to real-world business problems and challenges. The courses were designed to propel the industry forward by investing in the next generation of marketing effectiveness and research experts.

“Methods for understanding markets and consumers continue to evolve quickly as data sources change. We started this collaboration with NYU to empower working professionals with the necessary tools to stay at the top of their game,” said Scott McDonald, president and CEO at ARF. “With the first class graduating, it is rewarding to see how effectively this program ties directly back to the mission of the ARF to further through science their organizations’ practice of advertising and marketing.”

“Our goal for this certificate with the ARF was to create an offering that is in line with the ongoing transformation of marketing and market research.” said Bahriye Goren, Clinical Associate Professor and Interim Academic Director at NYU. “We’re excited to be partners with the ARF who is an instrumental force in ensuring emerging professionals in the industry are exposed to contemporary research techniques that they can apply right away to their roles. We look forward to seeing our graduates’ careers continue to flourish as a result of completing the program under the tutelage of 30 different experts in the business.”

“In our industry, it's really easy to get caught up in an individual, siloed discipline. This program provides context of the whole marketing and advertising journey, and exposes students to the cutting-edge techniques people are using to solve marketing issues,” said Mark Truss, CRO at Wunderman Thompson. “As a member of the faculty, I am so proud to congratulate this class of graduating students, who are already applying new skills and techniques across teams in their organizations.”



To learn more about the program or register for the March 6th Foundations course by the February 13 deadline, please contact the ARF Membership team at arfcertification@thearf.org or visit <https://thearf.org/nyu-arf-certificate-in-marketing-optimization-and-insights-enroll-now/>.

About The ARF

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 more than 400 members from leading brand advertisers, agencies, research firms and media-tech companies. For more information, visit www.thearf.org.