



Greg Farrar

President, *Nielsen Business Media*,
a division of The Nielsen Company

Greg Farrar is the President of Nielsen Business Media, a division of The Nielsen Company. After serving as an Infantry Officer in the United States Marine Corps, Mr. Farrar began his business media career in 1987 with the Capitol Convention and Exhibit Company. In 1992, with the sale of the business to Bill Communications, he was appointed Vice President of the BillCom Exposition and Conference Group. In October 1997, Mr. Farrar was promoted to Vice President of Corporate Services of Bill Communications where over the next two years he was centrally involved in the acquisition of over 45 print and face-to-face media properties. In January 2000 Mr. Farrar was appointed Senior Vice President of Business Development of VNU Business Media. There he played a leading role in the acquisition of Miller Freeman USA, a \$200 million business media company made up of over 70 magazines, trade shows, and conferences. Mr. Farrar was appointed President of VNU Expositions in May 2001. In this role, he established VNU Expositions as one of the leading trade show organizers in the United States. His major accomplishments include successfully integrating several acquisitions, overseeing the launch of over 25 new trade shows and conferences, and dramatically growing the company's revenues and operating income. In November 2006 Mr. Farrar was appointed Chief Operating Officer of Nielsen Business Media where he subsequently spearheaded the market-focused reorganization of the company's operations. He was appointed to his current position in April 2007. Mr. Farrar graduated from the University of Richmond with a Bachelor of Arts degree in 1983, and in 1990 received a Masters of Business Administration degree from George Mason University. Mr. Farrar lives in Oakton, Virginia with his wife and two sons.