Digital And Web Analytics Expert Judah Phillips Joins Rubinson Partners' Advisory Team

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Rubinson Partners, Inc., a marketing and research consulting firm that specializes in leveraging digital and social media understanding to transform marketing and research processes, announced that Judah Phillips has joined its advisory team. Â

Judah is the former head global analytics for Monster Worldwide and Reed Elsevier as well as the founder of DIS Corporation, ARO (Analytics Research Organization), and Digital Analytics Thursdays (DATA).

â€œThe rules for brand growth in a digital age have changed and no marketer can succeed without understanding how traditional, digital, and social media marketing amplify one another to form brand preferences and influence shopping approaches. In turn, research approaches must be re-invented around the synthesis of all insights-rich data streams from online surveys to mobile surveys, digital behaviors, social media listening, and shopper dataâ€•, Rubinson said. â€œThese are core principles of research transformation, where we start with the digital river of information and add in surveys as needed (rather than the traditional other way around), an initiative I started while at the ARF, now put into practiceâ€•, he added.

â€œJoel is one of the pioneers in research and analytics who understands the critical business requirement to unify digital data, analytics, and research with proven, rigorous, and grounded research methods. By taking the first advisory role at Rubinson Partners I look forward to continuing to work on transformative analytics and research innovations that generate new or incremental profitable revenue or reduce cost for the worldâ€™s leading global brands, vendors, and agencies,â€• said Phillips.

Rubinson Partners expects to take on an expanded scope of assignments with Judahâ€™s involvement that will include evaluating and improving marketer, insights team, and digital analytics team practices across multiple channels including mobile, social, search, online advertising, shopper, and existing and new offline channels across the several industries, including Internet, food and beverage, retail, media, software, technology, pharmaceutical, music, and finance.

About Rubinson Partners, Inc.
Founded in 2010 by Joel Rubinson, former Chief Research Officer of the Advertising Research Foundation, Rubinson Partners leverages measurement approaches and models to understand the emerging roles of digital, social, mobile, and traditional media in the marketing mix and in innovation processes. Clients include leading CPG firms such as Unilever and General Mills, digital marketers such as ShareThis, Moat, Appnation, and research firms such as The NPD Group and InsightsNow. Rubinson Partnersâ€™ results have impacted marketing strategy by revealing surprises in how people share, the role of digital in shopper planning, the size of the app-economy, and the relative importance of owned vs. social vs. traditional media. Rubinson Partners was also the architect for Unilever of one of the largest platforms for listening and digital sensing regarding CPG shopping behaviors in use today.

Joel is also on the faculty of NYU Stern School of Business where he teaches social media strategy. Joel is formerly the head of advanced analytics for Synovate in North America, Vivaldi Consulting, and was the Chief Research Officer for the NPD Group for many years.Â Joel started his career at Unilever after receiving his MBA from the University of Chicago in Economics and Business Statistics.

About Judah Phillips
Judah creates economic value from data, analytics, and research. Judah is founder DIS Corporation â€“ a provider of Digital Insights Services for global companies; and the non-profit Analytics Research Organization (ARO, pronounced â€œArrowâ€™) and Digital Analytics Thursdays. He contributes to the conversation about the Internet and has spoken at events across Earth, such as I-COM, eTail, X Change, eMetrics, and Adobe MAX. For several years he has emceed and programmed Mediapostâ€™s OMMA Metrics and Research conferences in both NYC and SF.

Judah has guest lectured at business schools, including NYU, Babson College, Northeastern, Baruch College, Bentley College, and Boston College. Judah currently advises several companies, including YieldBot, Localytics, Glib.ly, Webtrends, Observepoint, and, now, Rubinson Partners.

Judah has also worked globally managing business, digital, and web analytics teams in the Internet and software industries since â€™90â€™s including Sun Microsystems, Reed Elsevier, and Monster Worldwide. He has an MBA and MS.

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