

JEFF BOEHME

CHIEF CLIENT OFFICER

Jeff Boehme strives to provide Rentrak's diverse roster of clients with the advanced data and analytics they need to best position the value of their audience.

As Chief Client Officer, Jeff helps to define and propel advanced metrics and methods to improve how television is planned, executed and sold. He works directly with clients to ensure Rentrak's products and services are best serving their needs while also developing innovative insights into how media drives consumer behavior.

"Rentrak is positioned to lead the media industry with quality products, services, methods and applications beyond anything that exists today, but will be required going forward," Jeff says.

"Media is at a turning point and Rentrak will be a significant leader in understanding how consumer behavior adopts new technology and consumes media content, including both programming and advertising."

Most recently serving as Chief Research Officer at Kantar Media Audiences where he was responsible for overseeing the company's research efforts, Jeff brings extensive experience in the field of advanced analytics. A graduate of Iona College, Jeff previously held senior positions at The Nielsen Company, National Cable Communications, ABC/Cap Cities, NBC, and Seltel.

When he's not busy ensuring Rentrak's services are exceeding client expectations, Jeff spends his time with his wife and two children at their Connecticut home. Jeff is an avid basketball player, but still finds time for his other passion, electric guitars.