



**Bill Stephenson**  
**VP Sales**  
**NM Incite**

Bill has been consulting with companies on consumer-generated media (CGM) measurement and management since 2001. Prior to joining NM Incite, Bill was Vice President, Advertiser Solutions, Nielsen Online managing the Automotive and Pharmaceutical sales and client services teams.

In 2001, Bill joined Intelliseek, an early CGM pioneer. Intelliseek merged with its main competitor BuzzMetrics which was then acquired by the Nielsen Company. Since 2001, Bill has worked closely with managers and executives from just about every automaker in North America to help them monitor, measure, and manage the buzz about their company, products and competitors.

Prior to joining BuzzMetrics, Bill worked for the Lincoln-Mercury division of Ford Motor Company, where he was involved in acting on social media for the Lincoln brand team. Prior to Lincoln-Mercury, Bill spent nearly six years at Nissan North America in various areas of the business including Consumer Affairs, Market Research, Planning, and Dealer Operations. Bill earned an MBA from the University of Southern California, where he focused on entrepreneurship and marketing. He earned a bachelor's degree in marketing from California State University, Sacramento.