



**Dave Hudson**  
**CEO**  
**NM Incite**

Dave Hudson brings more than 20 years experience in operating and advisory roles as CEO of NM Incite. Prior to joining NM Incite, he spent seven years with The Nielsen Company, and its predecessor Telephia, as the Executive Vice President of Global Client Services for the Telecom Practice. In this role, he worked closely with a number of clients to leverage Nielsen data to improve marketing and operational performance. He managed several of Nielsen's largest wireless carrier accounts and launched Nielsen's market research on wireline voice, broadband and video services.

Prior to joining Telephia, Dave co-founded and served as president of Blue Wireless, a company providing application software to wireless carriers. Dave led the company through multiple rounds of venture funding, oversaw sales and marketing efforts and negotiated its sale to AtRoad, now part of Trimble Navigation.

Prior to Blue Wireless, Dave spent several years as a management consultant with Arthur D. Little and the San Francisco Consulting Group working on financial, strategic and operational consulting engagements for telecommunications clients. He started his career in research and development with Hughes Aircraft Company. Dave holds an MBA from the University of California, Los Angeles and a BA in Chemistry from University of California, Santa Barbara.