



Lydia Worthington
VP Global Research
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Lydia joins NM Incite as VP of Global Research after eight years with Nielsen's BuzzMetrics team. She was the first analyst at BuzzMetrics where she led and grew the team for several years before moving into a business development role. She returned to the research team in 2008 to work with the global offices to ensure quality and best practices in all regions.

Prior to her work at BuzzMetrics, Lydia worked in the Financial Services Practice at Booz Allen and Hamilton. Lydia started her career at The Royal Bank of Canada in Toronto, Canada. Lydia holds a BS from the University of Western Ontario with a concentration in Microbiology and Immunology and an MBA in general management from Columbia Business School.