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comScore Appoints Gregory A. Fink as Executive Vice President, Finance

Former Chief Accounting Officer of Fannie Mae to Lead Company's Finance Team

RESTON, Va., Oct. 3, 2017 /PRNewswire/ -- comScore today announced that Gregory A. Fink has joined comScore as Executive Vice President, Finance, effective today, October 3, 2017. He will report to David Kay, who was appointed Interim CFO & Treasurer in September 2017.



Mr. Fink is an accomplished senior finance executive with more than 25 years of experience in accounting, financial reporting, business analytics, budgeting, internal controls, and talent development. He most recently served as Senior Vice President, Controller and Chief Accounting Officer at Fannie Mae where he led a team of 600 professionals and oversaw a multi-billion dollar annual expense budget. With extensive experience in SEC reporting, Mr. Fink had responsibility for Sarbanes-Oxley compliance and Audit Committee reporting. Prior to joining Fannie Mae in 2006, he served as Vice President of Financial Reporting and Policy at MCI, Inc. and was a Senior Manager at Deloitte. Mr. Fink holds a B.S. in Business Administration with an accounting emphasis from San Diego State University and is a licensed Certified Public Accountant in Virginia.

"I'm delighted to welcome Greg to comScore," said Gian Fulgoni, comScore's Chief Executive Officer. "He's a proven leader with an outstanding track record of managing large finance teams, and comes to us with a wealth of experience in overseeing complex financial operations that will help move comScore forward."

As Executive Vice President, Finance, Mr. Fink will be responsible for all aspects of the on-going finance function activities, which would include general accounting, accounting policy, taxes, treasury, financial planning and analysis and financial reporting.

About comScore

comScore, Inc. (OTC: SCOR) is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit comscore.com.

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