

# Liz Buchanan

## President, North America, NielsenIQ (NIQ)

Liz Buchanan leads the North American business for NielsenIQ, a global information services firm serving the consumer goods and retail industries. In this role, she is accountable for the U.S. and Canadian markets, across all NIQ business lines and customer segments.

During her 17 years at NIQ, Liz has held various leadership roles in customer success, sales, product development and technology deployment. Most recently, she oversaw NIQ's customer-facing analytics and servicing teams around the world and led the successful rollout of the NIQ self-serve analytics platform, NIQ Discover, across 85 countries.

Liz has worked extensively across the U.S. and global markets and has specific expertise in data governance and stewardship, data management processes, technologies and analytics. She regularly consults with customers to help them achieve their transformation goals in this rapidly evolving space.

Liz sits on the board of directors for ComEd, an Exelon company, and several Chicago-based non-profits including Nourishing Hope, Chicago Humanities, Cradles to Crayons and World Business Chicago.

Liz is an active champion for civic causes, regularly dedicating her time advocating for diverse political representation through fundraising, organizing and policy work at the local and national level. Liz is a Class of 2022 Leadership Greater Chicago (LGC) Signature Fellow and a member of the Economic Club of Chicago.