

Jeff Boehme
Senior Vice President, Television Research
comScore

Jeff Boehme strives to provide comScore's diverse roster of clients with the advanced data and analytics they need to best position the value of their audience.

As Senior Vice President, Television Research at comScore, he helps to define and propel advanced metrics and methods to improve how television is planned, executed and sold. Mr. Boehme works directly with clients to ensure comScore's products and services are best serving their needs while also developing innovative insights into how media drives consumer behavior.

Most recently serving as Chief Client Officer at Rentrak, and Chief Research Officer at Kantar Media Audiences before that, he brings extensive experience in the field of advanced analytics.

A graduate of Iona College, Mr. Boehme previously held senior positions at The Nielsen Company, National Cable Communications, ABC/Cap Cities, NBC and Seltel.

When he's not busy ensuring comScore's services are exceeding client expectations, Jeff spends his time with his wife and two children at their Connecticut home. Mr. Boehme is an avid basketball player, but still finds time for his other passion, electric guitars.