

Jonathan Stringfield is VP and Global Head of Business Marketing, Measurement and Insights at Activision Blizzard Media and esports. In this role he oversees a global team responsible for crafting legendary marketing experiences, conducting rigorous science to substantiate the unique power of gaming to advertisers, and supplying partner teams with evidence-based insights that drive innovation.

Previously, Jonathan was Director, Marketing Insights and Analytics at Twitter where he was responsible for all measurement and ad effectiveness research for the US advertising business. Prior to that, Jonathan was an early member of Facebook's measurement solutions research team and led demographic research for Nielsen's TV and media research services. Jonathan holds a PhD in Sociology, where his NSF-funded research focused on identity and audience conceptions among users of social media technologies.