

Justin Rosen joined Ampersand in 2018, concurrent with the foundation of Ampersand's Advanced TV practice. Since then, Justin has taken on leadership for all Data, Analytics, and Insights at Ampersand. His team manages the development of new and innovative uses of data in support of Ampersand's mission to transform the TV industry to audience-based, multiscreen, and accountable. In his time with the company, he has led the implementation of Ampersand's addressable data capabilities, established Ampersand's Total TV and Incremental Reach solutions, and has advanced audience-first tactics and storytelling connected to Ampersand's AND Platform. Justin also works alongside Ampersand's MVPD owners and affiliates to ensure consistent methodology, data governance, and workflows.

Justin received an MBA from New York University's Stern School of Business, and a BA from Cornell University.

Justin lives in South Orange, NJ with his wife and two sons.