

Kelly Abcarian is Executive Vice President, Measurement & Impact, Advertising & Partnerships at NBCUniversal. Abcarian spearheads the company's rapidly accelerating cross-platform and full-funnel measurement capabilities, leading innovation from impressions to impact at a local, national and global level across NBCUniversal's One Platform.

As consumer viewing habits continue to shift towards streaming and CTV, Abcarian leads a team tasked with pushing forward measurement solutions that reflect the all-screen future viewers have created, while providing advertisers with new opportunities to reach and target their key audiences. Additionally, she oversees the company's attribution and ROI capabilities including Total Investment Impact (TII), which focuses on measuring and delivering what matters most to advertisers. Abcarian also plays an important role in the growth.