

Tony Cardinale, Senior Vice President, Data Science, Magid

As Senior Vice President, Data Science, in Global Media & Entertainment at Magid, Tony is responsible for bringing new skills and analytics to complex business questions from our clients, particularly skills such as predictive analytics, and statistical modeling, enabled by the scads of first party data now available in our increasingly DTC world. Tony brings deep media experience to his role at Magid, with a career that has included 14 years at NBCU, most recently serving as Executive Vice President, Strategy & Insights, NBCU Corporate.