

DON LOWERY BIOGRAPHY

Don Lowery is Senior Vice President of Government Affairs for Nielsen, a global media company with leading industry positions in marketing and consumer information, television, audio and other media measurement, online intelligence and mobile measurement.

In his role, he supports Nielsen senior management in the development of policy and strategy related to the federal, state and local government matters affecting the company. He represents the company before governmental and regulatory bodies and monitors legislative actions that could have an impact on the company and its customers. In addition, he plays a key management role in both Nielsen's outreach to community, civic and special interest groups and the company's philanthropic and charitable activities.

Lowery worked in newspapers, television, financial services and public relations positions prior to assuming his current position. He began his career as a general assignment reporter for the Roanoke (VA) Times & World News followed by reporting jobs for the Norfolk (VA) Ledger Star and the Arizona Republic in Phoenix.

In 1980, Lowery joined the Boston Globe as a business reporter specializing in coverage of the financial and credit markets and breaking economic news. While at the Globe, he was part of the reporting team awarded the Pulitzer Prize for Public Service for a series of stories on desegregation of Boston's public schools. He left the Globe to become Editorial director of WNEV-TV (later to become WHDH-TV) and subsequently added the role of director of public affairs to his responsibilities. From 1991 through 1993, he worked as a public finance investment banker for Lazard Freres and First Albany Corporation.

In 1994, Lowery joined the New England Patriots Football Club first as Vice President of Public Relations and Community affairs and later as Vice President of Player Development and Community Affairs until March 2002. He was part of the team's senior management team when the Patriots won the 2001 Super Bowl. Lowery spent two years as Executive Director of Communications for Viacom Boston's WBZ-TV, WSBK-TV and WLWC-TV in Providence, RI. He joined Nielsen in July 2004.

Lowery has received several journalism awards during his career including honors from the Associated Press, United Press International, The New England Chapter of the National Academy of Television Arts and Sciences (Emmys) and Lincoln (MO) University,

A native of Chicago, Lowery received a Bachelors of Arts Degrees in Economics from Wesleyan University. He resides in New York City.