



Forrest Didier

Forrest Didier has driven strategic, financial and shareholder success for Fortune 1000 multinationals and internet startups for more than 25 years. He specializes in strategy and operations, producing significant results in startup, turnaround, and high growth businesses. Forrest was instrumental in driving global expansion for Nielsen, the leading market and media research firm, to over 100 countries. He is a pioneer in online information services, leading Nielsen's entry into internet services and launching first-ever services in Asia, including China after extensive negotiations with the Chinese government. Forrest delivered significant P&L success as managing director, Nielsen Media - Asia Pacific, almost doubling revenue and tripling profitability in four years. As managing director, Asia Pacific Latin America for the leading internet services provider NetRatings, he turned the region from \$2 million loss to \$3 million profit in 18 months and was a key leader in the sale to private equity at a valuation of over \$800 million. Forrest serves as CEO of Apsara Ventures, focusing on early-stage ventures in digital and mobile media and online information services. He holds Board positions with Statsit, a Singaporean-based social media intelligence company; BeDynamic, a Seattle-based dynamic travel information services firm; and I-COM, the Swiss-based International Conference for Online Media Measurement. Forrest holds a BA in Mathematics from Northwestern University and an MBA in Finance from Indiana University.

Key Leadership Accomplishments

- Negotiated, structured, and closed over 20 deals in Asia Pacific, Europe, Latin America, and Africa, solidifying market leadership, increasing revenue by over \$200 million and improving market coverage from 30 to over 100 countries
- Delivered largest expansion in company history, growing business from 11 to 102 markets in China within 18 months
- Led development of corporate direction for new \$4 billion company spun off from corporate parent and presented vision to Board, investment community road show and 18,000 associates
- Delivered \$35 million investment plan to build new \$200 million revenue spinoff for international information services firm

Summary

- Chairman, CEO, Managing Director, VP Corporate Strategy and M&A
- Strategic development and implementation - organic and M&A growth
- Operations expert – driving P&L success across multi-country businesses
- Global expansion – led businesses across Asia Pacific and Latin America, lived in Hong Kong and Sydney, closed deals on six continents, drove global expansion to 100+ countries
- Board member or Chairman on six private boards
- Information services (B2B), market research, media/digital media, internet services, social media, online travel