

## Bob Harnach joins the Nielsen Business Media Design Team

Nielsen Business Media and Bob Harnach announce a strategic partnership focusing on the Hospitality Design Market. "We are very pleased to have formed this alliance to enhance our already strong ties to the Hospitality market" according to Joe Randall, SVP NBM Design Group. "Bob's knowledge from the market to the manufacturing side will be an asset as we move ahead in developing online businesses to serve the design market. HD has always been a leader in meeting the evolving expectations of the hospitality market. It is our goal to continue to be a leader at the forefront of the market and believe Bob's partnership will develop it rapidly."

Harnach will work closely with Michelle Finn, Vice President Hospitality Design Group and Liz Sommerville, Group Show Director on strategic initiatives for the Hospitality Design Group.

Bob Harnach has a twenty-five year track record of business success with 10 years in the hospitality industry. Most recently, as President of Hunter Douglas Hospitality, he developed innovative and leading-edge online technologies to meet the needs of the hospitality market.

"These are exciting times for innovation. It is inspiring for a market leader such as Nielsen Business Media to commit to initiatives to support the hospitality industry and the design, supplier, and owner community." states Bob Harnach. "People, ideas, and drive have been responsible for the successes in the industry. I am looking forward to working with the Nielsen Business Media team that has been instrumental in creating our marketplace and community."

### About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications. The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit [www.nielsen.com](http://www.nielsen.com).