



CHIEF HUMAN RESOURCES OFFICER TO LEAVE NIELSEN AT THE END OF THE FIRST QUARTER



The Nielsen Company, a worldwide information and measurement firm with leading market positions in marketing and consumer information, television and other media measurement, confirmed that its Chief Human Resources Officer, Roberto "Bob" Llamas, will depart from the company at the end of the first quarter of 2011. Llamas was appointed to his role in 2007 to lead Nielsen's Human Resources strategy and processes. The company is now looking for his successor whose identity will be revealed sometime during the transition period.

David Calhoun, Nielsen Chief Executive Officer, commended Llamas' valuable contribution to the company. "Bob has achieved the objectives I set for him when he joined the company. We wish Bob well in his future endeavors." Llamas is said to have played a big part in globalizing Nielsen's workforce and pioneering innovative development processes across the company.

Llamas began his career in 1972 with Southern California Edison. He then operated as the Chief Administrative Officer at Cleveland Clinic, worked as the Human Resources Managing Director at Lehman Brothers and served as the Corporate Officer at General Electric.

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