

ITV creates new ITV Insights Group under Director Neil Mortensen

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ITV has created a new team, The ITV Insights Group, bringing together deep specialism in market, media research, analytics and data science to generate audience-centric insights for all the teams across ITV.

The department has been created to further embed insights into the heart of business decision making, transforming complex data into strategic actions that drive growth, and responding to the greater demand for business intelligence and insight to enable informed decision making.

By blending key talent across Data and Research teams, ITV will increase insight capabilities that will drive cross-platform audience understanding and advanced predictive analytics to drive value.

The ITV Insights Group will be led by Neil Mortensen, who was previously Director of Audiences and becomes Director of the ITV Insights Group. A multi award winning insights leader, Neil has been a key part of ITV's content, streaming and broadcast strategy and brings with him a depth of experience in agency and media owner roles.

As part of the new Insights Group Leadership team Lara Izlan becomes Director of Insights and will continue to drive ITV's data and insights transformation. Lara brings a wealth of digital and data strategy experience, having led on some of the biggest transformation initiatives in media, including Planet V at ITV.

Mike Leverington brings his breadth of industry sector experience and becomes Director of Insight Capability, developing a centre of excellence for all data, research and measurement which will power the Insights Group and ITV.

Paul Craigen becomes Head of Central Insight. Paul has been at the heart of ITV's strategic insight and led a team whose blended applications of research, data and analytics helped curate insights that led to the launch of ITVX.

The ITV Insights Group will report to Jane Stiller, Chief Marketing Officer at ITV.

Neil Mortensen said:

"Integration of our Insights team aligns goals, encourages knowledge sharing, and boosts collaboration across the whole of ITV. I'm really excited to be leading this multi-skilled team to create better, quicker business decisions for the business."

Jane Stiller said:

"In creating the ITV Insights Group we're continuing to build on our strong data foundations with a rich tapestry of methodological expertise, spanning diverse disciplines and informed by the latest thinking in the field, to enable informed decision making across ITV and shape the future of our business.

"Neil is a renowned industry figure and anyone who has worked with him will know that his knowledge and passion for the world of data insight is second to none. We're delighted to have such a strong and capable team alongside him leading this change."

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Press Contacts

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Viewer enquiries

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