



## **Idil Cakim**

Senior Vice President, Research and Insights

Idil Cakim is the Senior Vice President, Research and Insights of Audacy. Audacy is a scaled, multi-platform audio content and entertainment company with a leadership position in virtually every segment of the dynamic and growing audio business—including broadcasting, podcasting, digital, network, live events, music, sports and news. Audacy is also the #1 creator of original, premium audio content, engaging over 170 million consumers each month.

In this role, Cakim leads the company's business to business strategy and audio insights practice, with a focus on building perspectives, ideas, and client strategies.

Cakim has devised marketing and communication strategies for Fortune 500 companies and non-profit organizations for more than 15 years. Prior to joining Audacy (then Entercom) in 2020, she served as Vice President of Media Analytics Consulting for Nielsen, where she led custom media analytics projects for advertisers across various sectors. Cakim played an integral role in transferring big data from metered television, digital and radio panels into meaningful business assets for brands across the U.S., Japan and China. She also supported clients in achieving their objectives by advising on advertising efficiency based on media effectiveness, optimization, and targeting exercises. Other previous roles include Vice President of Client Development for NM Incite – a Nielsen and McKinsey company – and Senior Vice President of Interactive Media for Golin.

Cakim is the author of the book "Implementing Word of Mouth Marketing: Online Strategies to Identify Influencers, Craft Stories and Draw Customers (Wiley)," as well as numerous industry briefs and articles on digital communications. She has also served as a public speaker on marketing and technology trends and has been widely quoted in trade journals and newspapers such as The New York Times, CNet News, CBS Market Watch, The Financial Times and others. In 2010, she was named Digital Communicator of the Year by PRNews. She also serves on the Ad Council's Research Committee and is a member of the World Future Society.

Cakim earned a Master of Arts degree in communication from the Annenberg School at University of Pennsylvania and a Bachelor of Arts degree in sociology from Bryn Mawr College.

###

