



Nationally recognized expert on music and home video and consumer trends in entertainment.

Russ H. Crupnick

Vice President, Senior Industry Analyst

Russ Crupnick, vice president and senior entertainment industry analyst for The NPD Group, provides executive-level guidance, industry analysis, and overall strategic value to NPD's clients and expert media commentary. As senior analyst, Russ works with NPD's client service team and clients to create best practices that leverage the vast information resources available in these industries.

Steeped in the music and DVD/video industries – and with more than 20 years of experience in the development, management, and application of consumer tracking panels – Russ has appeared as a commentator for broadcast news outlets including CBS “Marketwatch”, Fox Business Channel, and CNBC. He has been extensively quoted on industry trends in Fortune, The Wall Street Journal, The New York Times, Billboard, Video Business, Variety, and other leading business and trade publications. He is a regularly featured speaker at the National Association of Recording Merchandisers (NARM), Entertainment Merchants Association (EMA), Digital Media Wire, DisplaySearch, and Home Media Retailing conferences. Russ also has been a guest lecturer at the music school at Belmont University and the University of Arkansas Center for Retailing Excellence and is Executive-In-Residence at the NYU Steinhardt Music Business Graduate Program. He is a 2009 alumnus of Nashville's prestigious Leadership Music program.

Russ is available to offer expert insight and commentary on many industry-related topics:

- Music – CDs and digital music
- Movies – Videos/DVDs, High Definition, and digital distribution
- Consumer demographics
- Entertainment retailing
- Price and value (digital music, CDs, videos/DVDs)
- Consumer attitudes
- Media and product consumption patterns

Russ has served NPD as president of the Behavioral Tracking business unit and as VP of Corporate New Business Development. Prior to joining NPD, he held several positions at ACNielsen. Russ has extensive background in category management, consumer segmentation, and targeting, as well as experience in brand positioning research.

To reach Russ Crupnick for commentary, please contact Lee Graham at 212-333-4983, 917-806-7902, leegraham@leegraham.biz