



Lance Neuhauser

CEO, 4C

Lance Neuhauser is CEO of 4C, a global data science and marketing technology company that delivers Scope, the leading self-service software for brands to execute video-centric marketing and optimize business outcomes. He is currently the Membership Chair for the New York Metro chapter of Young Presidents' Organization and the host of *The Squeeze*, a podcast that brings together and examines media, marketing, and pop culture. Lance is also the founder of the Sweet Home Chicago Golf Invitational, an annual charity golf tournament benefitting Little Kids Rock, where he also serves as a member of the board of advisors. Through the Executive Leadership Program at Harvard Business School, Lance is pursuing his second MBA. Prior to 4C, Lance founded The Echo System, served as EVP, U.S. Director of Digital at PHD Media, and was Co-Founder & Managing Director of Resolution Media, which sold to Omnicom. When he's not leading the team at 4C, Lance can be found at home with his wife in Brooklyn, wrapped around their daughter's little finger.

VISIT [4CINSIGHTS.COM](https://www.4cinsights.com) OR FOLLOW [@4CINSIGHTS](https://twitter.com/4cinsights)