

Anita Caras

Most organisations are rich in data — but *poor in clarity*.

I'm Anita Caras — a multi-award winner in research and insight. I help senior leaders fix measurement, align teams and turn insight into decisions that drive growth.

WHY ME

30+ Years in media & ad tech (TV, digital, CTV)	Global Leadership experience	Award-Winning Industry recognised	Flex Independent, senior-led consultancy
--	--	---	--

INDUSTRY EXPERIENCE

Microsoft
Teads
Yahoo
Viacom
Verizon
AOL
Zenith
ITV

INDUSTRY RECOGNITION

2023 Future is Female Winner (Ad Week Europe)
2022 40 Over 40 Winner (Campaign)
2021 Digital Researcher of the Year (IAB Europe)
2007 Circle of Excellence Outstanding Achiever (Microsoft)

SPEAKING & CONTRIBUTION

Cannes Lions
Advertising Week Europe
Spikes Asia
DMEXCO
IAB Interact

WHAT I DELIVER

Where I can *help you*

<p>01 Measurement & Effectiveness Deliver trusted frameworks aligned to real business outcomes</p> <ul style="list-style-type: none"> → Campaign measurement design → Ad effectiveness strategy → Mid-flight optimisation → Supplier evaluation & RFI → Post-campaign reporting 	<p>02 Audience Intelligence & Insight Insight that persuades, sells and shapes strategy</p> <ul style="list-style-type: none"> → Audience research & segmentation → Sales pitch support & collateral → First-party data strategy → Thought leadership & studies → Insight-to-action frameworks 	<p>03 Team & Capability Transformation Building proactive, data decision driving teams</p> <ul style="list-style-type: none"> → Fractional insight leadership → Team structure & hiring → Capability gap assessment → Operating model design → Change & transition support
--	---	---

HOW I WORK

Defined scope. *Real outcomes.*

01 Diagnose the real problem	02 Define the scope	03 Deliver with impact	04 Build lasting value
---	--------------------------------------	---	---

“Anita consistently brought clarity to complex discussions and helped elevate the quality of the final output. Beyond that, Anita has been a standout panellist and active, insightful member of the IAB Europe community — always collaborative, always prepared, and always adding real value. I would recommend her without hesitation.”

Marie-Clare Puffett — Senior Director, Industry Development & Marketing, IAB Europe

GET IN TOUCH

Ready to bring *clarity* to the complexity?

anita@carasconsulting.co.uk
[linkedin.com/in/anitacaras](https://www.linkedin.com/in/anitacaras)