Newton Research Names Christine Grammier as Chief Customer Officer

Grammier Will Build Scalable, Predictable Revenue Engine While Ensuring Customers Achieve Measurable Business Outcomes


Christine Grammier

BOSTON, MA, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Newton Research, a leader in agentic AI analytics for advertising and media, today announced that Christine Grammier has joined as the company's first Chief Customer Officer. Grammier will lead the commercial and customer organization at Newton, focusing on accelerating growth, expanding strategic customer relationships, and helping marketers use AI-powered analytics to make smarter advertising investment decisions.

"This role has been created around Christine's incredible talent for bridging product and customer needs and successfully scaling businesses. She is a fantastic addition to our executive team at a time of major growth at Newton, and I'm thrilled to welcome her," said John Hoctor, Co-Founder and CEO at Newton Research.

Grammier joins Newton from LiveRamp, where she most recently served as Vice President of Global Measurement Products. She brings more than 20 years of experience helping brands, retailers, agencies, and publishers use data and technology to drive better marketing outcomes.

Her expertise spans the full measurement lifecycle — from audience strategy and customer segmentation to multi-touch attribution, and Marketing Mix Modeling — across TV, programmatic, and social.

She began her career as a founding team member of Marketing Evolution in 2003, one of the early analytics companies to successfully measure marketing performance across online and offline media, and later spent eight years at LiveRamp leading teams across measurement, analytics, data collaboration, product, and customer solutions.

Christine has also contributed to industry measurement and analytics initiatives through the IAB, the Advertising Research Foundation (ARF), and the Coalition for Innovative Media Measurement (CIMM).

“Newton Research has already attracted world-class customers with their Unlimited Analytics offering. Having worked across many tools and use cases throughout my career, I've seen the value in giving marketers the flexibility to fill gaps in their analytics or extract value from what they already have. Newton's roadmap is setting the bar for how to use AI in advertising, and I'm thrilled to help customers realize the value alongside such a wonderful team," said Christine Grammier, Chief Customer Officer at Newton Research.

About Newton Research
Newton Research uses intelligent agents to make advertising and media analytics affordable and scalable. Founded by a team of successful media analytics entrepreneurs, the company provides brands, agencies, publishers, data companies and tech companies with multi-agent systems capable of handling complex marketing analytics tasks. Trained on real use cases with the ability to be completely customized, Newton’s agents learn and improve over time. Companies unlock the insights in their own data and gain access to Newton’s integrated data partners to quickly and easily perform end-to-end analytics on demand.

For more information, visit newtonresearch.ai.

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