



## *Arthur C. Nielsen, Jr.*

Class of 1937

Arthur C. Nielsen Jr. applied the talents that made him a leader in the world of business to benefit his community and country. Under Nielsen's guidance, the company his father founded, the A.C. Nielsen Company, grew from a small enterprise to world leadership in five businesses, with 22,000 employees and operations in 25 countries. Nielsen's acumen was recognized by other business leaders, who invited him to serve on the Board of Directors of over twenty major corporations, including Walgreens, Motorola and the Harris Bank. Nielsen's contributions to his community are equally impressive. He was the lead donor for the Arthur C. Nielsen Jr. Campus of the North Shore Senior Center, founder of the A.C. Nielsen Center for Marketing Research and co-founder of Chicago's Museum of Broadcast Communications. He has been a leader in dozens of other educational, medical and philanthropic endeavors, including the Gertrude B. Nielsen Child Care and Learning Center, the Arthur C. Nielsen Jr. Research Professorship of Parkinson's Disease and Movement, and the Nielsen USTA Pro Tennis Championship. Nielsen also has a long record of government service. During World War II, he served in the Army Corps of Engineers, earning the rank of Major and the Legion of Merit Award. He was Chairman of the Census Bureau Advisory Committee and Commissioner of the U.S. Information Agency. He served on many Presidential Advisory Committees and represented the United States on international missions to France, Italy, Israel, Japan, and India. Nielsen holds four U.S. Tennis Championship titles. At New Trier, he was Co-Captain of the State Championship Tennis Team and President of Tri-Ship.

