

Jack Myers
Founder and CEO, Myers Publishing



For more than 25-years, Myers Publishing founder and CEO Jack Myers has been an industry thought leader and acknowledged visionary.

Myers Publishing is an integrated research and publishing company, providing business-to-business and consumer research services to the media and advertising industries, with primary focus on television and interactive media. Jack Myers Media Business Report research and publications and Myers' economic forecasts, trend reports, Emotional Connections® consumer research

studies and MediaVillage.com® website are recognized as "The Voice of the Marketplace."

Jack established his leadership reputation at CBS Television, where as Director of Marketing and Business Development he successfully built the television industry's first multi-platform integrated marketing initiative and unsuccessfully advocated that CBS invest aggressively in the infant cable television industry. Subsequently, over a twenty-year consulting career, Jack served as strategic advisor to virtually every cable and broadcast network and major media company, several major regional and national marketers, many ad agencies, interactive media developers and a cross-section of television producers and studios. He began his career with the outdoor division of Metromedia and was sales manager at ABC's flagship FM station, WPLJ in New York

In 1995, Jack was asked by President Clinton to lead a delegation of advertising executives to the White House Conference on Children's Educational Television. He is the recipient of the George Foster Peabody award for journalism, won the Crystal Heart Award from the Heartland Film Festival, and has been nominated for both an Academy and Emmy Award. He has co-produced six broadcast network primetime specials with advertiser funding support.

Jack is a Board Member of the Newhouse School of Communications at Syracuse University, serves on the Advisory Board for the Steinhardt School at New York University, is a member of the Academy of Television Arts & Sciences, and serves on the boards of several charitable organizations