



Betsy Frank

Chief Research and Insights Officer
Time Inc. Media Group

Betsy Frank was named Time Inc.'s chief research and insights officer in April, 2006. In this newly-created role Frank oversees all of Time Inc.'s research efforts, for the first time integrating its consumer and marketing research organizations, and is responsible for driving strategic insights across all of the company's brands and businesses on multiple platforms.

Before assuming her role at Time Inc., Frank was executive vice president of research and planning for Viacom where she supported the creative and business goals of the cable and film divisions by creating original consumer research strategies.

Frank joined MTV Networks in 1997 as executive vice president of research and planning. She is credited with building MTV Networks' research department into an industry leader, and with producing numerous groundbreaking studies and analyses, including the often-cited "Leisure Time Study" on consumers' evolving media and entertainment habits. Her methods of research design and analysis encouraged new ways of understanding consumer preferences and trends industry-wide.

Prior to her time at MTV Networks, Frank served as executive vice president and director of strategic media resources for Zenith Media Services, the media specialist arm of Saatchi & Saatchi. While there, she published annual surveys of network programming that were considered to be the primary sources on television programming and development. Before joining Saatchi & Saatchi, Frank worked for the Bristol-Myers Company and Ted Bates & Company.

Frank graduated with a BA in Art from City College of New York. She resides in New York City.