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**Danielle DeLauro**

**Executive Vice President, VAB**

Danielle DeLauro serves as VAB’s executive vice president and works directly with the CEO to determine VAB’s strategic vision and set the internal agenda and direction for all departments within the organization.

Danielle led the 30-year-old VAB through a comprehensive transformation, internally and externally. She set the tone for the trade and advocacy organization’s evolution into a marketer-first, insights organization that inspires companies to reimagine their media strategies for the modern digital and videocentric world.

Video advertising is in a state of unprecedented transition and DeLauro is at the heart of the conversation. She plays an important role in educating the market on the power of video to drive business growth, including among digitally-native brands. She was the architect behind the television industry’s first video campaign, featuring the founders of two successful data-driven, digital-native companies describing the impact TV had on their businesses.

DeLauro also established and built VAB’s Strategic Insights division, a team dedicated to helping marketers make fully informed media decisions by providing actionable, unique intelligence about today’s video environments.

Prior to joining VAB, she spent her career at advertising agencies developing integrated media strategies for a range of high-profile brands such as Lowe’s Home Improvement, Marriott International, Nestle Waters North America, Mars Inc., The Coca-Cola Company, Proctor & Gamble and Universal Pictures, among others. Her work with CMOs and brand managers provides DeLauro with a unique perspective into how marketers think, the challenges they face and a strong understanding of how a brand is built. Her agency experience directly influences VAB’s work and overall philosophy of examining industry topics through a marketer’s lens.

DeLauro was named one of *Cynopsis’ Top Women in Media* for 2020 and has previously been recognized among *Advertising Age’s 40 Under 40*. She frequently speaks at industry conferences on a wide range of topics, such as advances in data and media measurement, as well as the current video landscape and future trends and innovations.

She earned her Bachelor of Science degree in Marketing and Finance with honors from Fordham University and lives in Westchester, N.Y. with her husband and two daughters.