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**Marianne Vita**

**Senior Vice President, Director of Integrated Strategy and Marketing, VAB**

Marianne Vita serves as SVP, Director of Integrated Strategy and Marketing at VAB. Marianne began her work at the VAB on the Insights team. Over the two years in that position, she authored marketer’s guides and insights reports on a variety of critical industry topics including viewer engagement, OTT/streaming, cord-cutting, time-shifted viewing, and brand safety. In her current role, Marianne oversees the marketing and communications efforts at VAB and ensures seamless integration between VAB’s insights development and marketing initiatives.

Prior to joining VAB, she spent nearly 20 years working within advertising agencies developing integrated media strategies across several product categories, target audiences and brand business models. She has worked with high-profile marketers such as The Coca-Cola Company, Heineken USA, Kraft Nabisco, Lowe’s Home Improvement, L’Oreal, Maytag and Dell. Her brand strategy responsibilities were end-to-end; identifying consumer insights, establishing brand portfolio management strategies, allocating budgets, crafting media strategies and creating consumer activation programs.

The experience of working directly with marketers and brand leaders informs her point of view when developing insights reports and guides, ensuring the VAB voice is relevant, clear and offers actionable inspiration to marketers.

Marianne is a recipient of the Universal McCann *Truth Well Told* Award. Additionally, she has trained teams on management skills, leadership and the art of storytelling for business. She earned her Bachelor of Arts degree in Political Science from Barnard College of Columbia University. Marianne resides in Brooklyn with her husband and daughter.