

ABBY AUERBACH

EVP, Chief Communications Officer

Abby Auerbach is Executive Vice President, Chief Communications Officer at TVB, the trade association for the local broadcast television industry. She joined TVB in June 2000 as Senior Vice President, Marketing; was named to the EVP position in September 2000; added CMO responsibilities in January 2010; and was named Chief Communications Officer in February 2014. She has direct responsibility for advocacy, public relations, corporate communications, events & conferences and TVB.org, and works with TVB's CEO on the strategic direction of the company.

Ms. Auerbach spearheaded the local TV broadcasters' eBusiness efforts for over a decade and in 2007 directed the development and marketing of the industry's multi-billion dollar transaction platform, ePort. In 2009, she created the industry's "Why Spot Now" on-air and online video marketing campaign and in 2010 led TVB's corporate re-branding program. She has led local broadcast television's involvement in Project Roadblock (the nationwide PSA campaign with NHTSA and The Ad Council to stop drunk driving during the holiday season) since its inception in 2004, and in 2017 grew the initiative to record setting levels with +1000 participating stations. She developed TVB's Broadcast Television Jobs, a job-board platform (with over a million annual visitors) dedicated to serving the careers of television professionals from all aspects of the industry. In 2016, she launched TVB's "We Get Voters" political advocacy campaign with DC-based public affairs firm, The Herald Group. Ms. Auerbach joined the founding TIP (Television Interface Practices) Initiative in 2017 to provide industry advocacy for buy/sell platform interoperability and open API adoption.

Previously, Ms. Auerbach was Senior Partner, US Director of Local Broadcast for Ogilvy, a post she held for the last 9 of her 17 years with the agency. She has served on the board of the International Radio & Television Society since 2000. She is past chair of the Local Broadcast Committee of the 4A's (American Association of Advertising Agencies) as well as past chair of the 4A's eBusiness Committee. She is a former board member of the New York chapter of AWM (Alliance for Women in Media), a member of She Runs It (formally Advertising Women of New York) and is a senior mentor in the association's Mentoring Program. She is also a mentor for University of the People, the world's first non-profit, tuition-free, accredited, online, American university for the world's underserved student population.

In 2009 Ms. Auerbach was named one of the AWM 25 Women to Watch in Sales & Marketing by the national association. In 2019, she was a recipient of the TVNewsCheck Women In Technology Futurist award.

Ms. Auerbach lives in NYC with her husband and two sons who have recently entered the job force in politics and financial technology.