

HADASSA GERBER

EVP, Chief Research Officer

Hadassa Gerber was named Chief Research Officer of the Television Bureau of Advertising (TVB) in June 2014.

Hadassa joined TVB from the Syndicated Network Television Association (SNTA), where she served as the Director of Research and Systems. Prior to joining SNTA, she spent 20 years serving in several senior and executive director roles for leading advertising agencies including Y&R, Media Edge, DeWitt Media Inc., and McCann-Erickson Inc.

Known as an industry thought leader in traditional media analytics, media strategy and digital, Hadassa has worked with numerous blue-chip companies, agency executives, and brand managers to help develop innovative solutions to complex marketing challenges and maximize return on investment. She has experience across all facets of the media services industry including strategic planning, media research, budgeting, targeting, channel selection and activation.

Ms. Gerber earned a Master's degree in marketing and Bachelor's degree in marketing/advertising (Magna Cum Laude) from Baruch College. She is a board member of the Media Ratings Council (MRC), a member of NAB's COLTAM and was a member of the Council for Research Excellence.