

Abby Auerbach

Executive Vice President, Chief Communications Officer

TVB

Abby Auerbach is Executive Vice President, Chief Communications Officer at TVB, the national trade association representing America's local broadcast television industry.

She joined TVB in June 2000 and was named Chief Communications Officer in February 2014. Working with TVB's CEO and board of directors on the strategic direction of the company, she is responsible for advocacy, public relations, corporate communications, events/conferences, TVB.org and mobile app TVBGo. Ms. Auerbach spearheaded the industry's eBusiness initiatives for over a decade and led the creation of automated TV platform ePort. Additionally, Ms. Auerbach directs local broadcast TV initiatives such as the NEXT Women program, marketing campaign "We Get Results," political advocacy campaign "We Get Voters" and member communications program "TVB News Minute." She is also in charge of TVB's involvement in the annual, nationwide PSA Project Roadblock campaign to stop drunk driving during the holiday season. Previous to TVB, she ran the local broadcast buying unit at Ogilvy as Senior Partner, U.S. Director.

Ms. Auerbach serves on the boards of the International Radio & Television Society and Alliance for Women in Media. She is a member of She Runs It and is also a mentor for University of the People. She has also served as a past chair of the Local Broadcast Committee of the 4A's and the 4A's eBusiness Committee. In 2019, she was a recipient of the TVNewsCheck Women In Technology Futurist award.

Abby resides in New York City with her husband and has two sons.