

## **Trisha Ripperger Named SVP, Strategic Communications & Category Development at TVB**

*Former CMO at Tom Wood Group Will Lead TVB's Communications Team*

**NEW YORK, New York**, (January 28, 2025) – TVB ([tvb.org](https://www.tvb.org)), the trade association of America's local broadcast television industry, announced today the appointment of Trisha Ripperger as Senior Vice President, Strategic Communications & Category Development. Ripperger, previously served as Chief Marketing Officer (CMO) at Tom Wood Group, and assumes her role at TVB leading its communications efforts, including advocacy initiatives, public relations, and member content strategy from Abby Auerbach who retired in late 2024.

"We're thrilled to have Trisha joining us at TVB," said Steve Lanzano, president and CEO of TVB. "Her category experience and track record of success make her the ideal candidate to lead our communications and category development team into 2025 and beyond."

"I'm excited to join TVB at such an important moment in the industry," said Trisha Ripperger. "Local broadcast has played a pivotal role in the success of the advertising strategy we deployed at Tom Wood, and I look forward to collaborating with the talented team at TVB to advocate for the power of local broadcast television."

Prior to joining TVB, Ripperger served as Chief Marketing Officer at Tom Wood Group, where she led marketing strategy for the organization's 28 businesses and 1,100 employees. Her work spanned brand development, digital marketing, advertising, and customer acquisition. She's stated in the past that her investment in local broadcast television was key in driving significant business growth.

### **About TVB**

TVB is the not-for-profit trade association representing America's local broadcast television industry, including linear and digital platforms. Its members include the U.S. television stations, television broadcast groups, advertising sales reps, syndicators, international broadcasters, and associate members. TVB actively promotes local media marketing solutions to the advertising community and works to develop advertising dollars for the medium's multiple platforms, including on-air, online, and mobile. TVB

provides a diverse variety of tools and resources, including its website, to support its members and to help advertisers make the best use of local ad dollars. For more information, visit [www.tvb.org](http://www.tvb.org).

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