

MULTICULTURAL MARKETING SUMMIT



Jeanine Taylor

Vice President, Data Partnerships
Mediamark Research & Intelligence, LLC

Jeanine is a 20+-year veteran in marketing. Jeanine began her career in management for a large retailer, Garfinckel's, in Washington, DC. She subsequently moved in to the cable television industry with one of the largest single cable television systems in the country, Media General Cable, and served in various marketing management positions. Due in large part to the contributions of Jeanine in the marketing area, Media General increased their direct marketing response rate from 1-3% to over 8% and as Director of Marketing for a large urban cable television system increased annual revenue 10% in her first year of employment.

After 13 ½ years in the cable industry, Jeanine moved in to the marketing information area as a Director of Third Party Relationships at Claritas Inc. While there, Jeanine managed the media third party area. Clients included Arbitron and Nielsen. Subsequently, Jeanine added agencies to her roster of clients as well.

Jeanine has spent the past 8 years working at Mediamark Research & Intelligence, LLC. (MRI) first in the capacity of Manager of Third Party and now in the capacity of Vice President of Data Partnerships. She oversees the third party data relationships between MRI and other marketing and data information companies. Jeanine's responsibilities include data applications, contract negotiation, as well as the day-to-day operations of the area.

Jeanine is a graduate of Hood College in Frederick, Maryland where she received a BA in Retail Personnel Management. She is currently working on her MBA from the University of Phoenix. She makes her home in New Jersey with her daughter.