

Turner

Molly Battin

Executive Vice President and Global Chief Communications and Corporate Marketing Officer, Turner



Molly Battin is Executive Vice President and Global Chief Communications and Corporate Marketing Officer for Turner. She is responsible for brand reputation across all platforms, internal and external strategic communications, media planning and buying, media relations and publicity, and assuring that all communications reflect Turner's core values and advance its business strategy. Battin reports to Pascal Desroches, Chief Financial Officer, WarnerMedia and Turner Administrative Officer.

Battin has held leadership roles since joining Turner in 2000, most recently as chief brand strategy officer, leading the global brand strategy, corporate communications and marketing, employee branding, media planning, ad placement buying, creative production and digital media strategy for the company. Prior to that, she served as chief media and business insights officer, responsible for leading and evolving the company's endeavors in such areas as research, creative production, media planning and asset management. She previously was general manager of upwave, the entertainment brand created by Turner to explore marketplace opportunities for health and lifestyle-themed digital and television content.

Battin assumed leadership of Turner Media Group in 2009 after serving as senior vice president of brand development and digital platforms for TBS, TNT and Turner Classic Movies (TCM). In 2004, she spearheaded the creation of the TBS Very Funny brand through a campaign that earned multiple prestigious industry honors, including a Lion Award at Cannes, the Gold Effie for Advertising Effectiveness and induction to the Cable & Telecommunications Association for Marketing (CTAM) Hall of Fame. She previously led domestic marketing for CNN, CNN Headline News and CNNfn as vice president of strategic marketing.

Prior to joining Turner, Battin was vice president of marketing for EzGov, Inc, an Atlanta-based e-Government company where she managed strategic brand development, advertising, consumer and marketing research, and public relations. Additionally, she served in brand management for The Coca-Cola Company, overseeing consumer advertising, Hispanic advertising, consumer promotion, internet strategy and media for Sprite. Battin also worked in advertising account management at Bates USA and D'Arcy, Mathis, Benton, and Bowles, New York, working on Miller Brewing Company and Kraft Foods accounts, respectively.

Battin is a Fellow of the Women in Cable Telecommunications (WICT) Betsy Magness Leadership Institute and was named the 2018 WICT Southeast Woman of the Year in 2018. She currently serves on the advisory board for Imagine It! The Children's Museum of Atlanta, a member of the Leadership Atlanta Class 2018, and a member of the Agape advisory board. Additionally, Molly is a proud wife and mother of three children, and avid runner and a triathlete. Battin earned a bachelor's degree in American history from Princeton University and a MBA from Northwestern University.

Turner, a WarnerMedia company, is a global entertainment, sports and news company that creates premium content and delivers exceptional experiences to fans whenever and wherever they consume content. These efforts are fueled by data-driven insights and industry-leading technology. Turner owns and operates some of the most valuable brands in the world, including Adult Swim, Bleacher Report, Boomerang, Cartoon Network, CNN, ELEAGUE, Great Big Story, HLN, iStreamPlanet, TBS, Turner Classic Movies (TCM), TNT, truTV and Turner Sports.