

CROWN MEDIA FAMILY NETWORKS TAPS ROBIN THOMAS
AS EVP, CONSUMER INSIGHTS, STRATEGY & ANALYTICS

NEW YORK – October 15, 2020 – Crown Media Family Networks has appointed **Robin Thomas** as executive vice president, consumer insights, strategy & analytics, the company announced today. In this newly created role, Thomas will lead the company’s research department to develop and execute comprehensive, integrated research strategies that align with and support Crown Media’s overarching strategic business plan. She will also be responsible supporting the strategic objectives of the programming, distribution, ad sales, and marketing departments to optimize the company’s performance in the marketplace. Thomas is based in Los Angeles and will report to Crown Media President & CEO, Wonya Lucas.

“Having worked at several of the world’s leading communication and entertainment companies, Robin is a brilliant, industry-leading research strategist and I look forward leveraging her expertise as a key member of my senior team,” said Lucas. “I had the great pleasure of working with Robin at TNT and CNN for eight years and am confident she will provide strong leadership for our research group and significantly expand our research practice during this exciting time of growth for our business.”

A veteran in the media and marketing research industry, Thomas’ professional background includes senior positions at Disney-ABC Television Group, WGN America, and Turner Broadcasting, Inc. Most recently, she was Senior Vice President of Research at WGN America, where she oversaw all facets of research.

Thomas earned a Bachelor of Arts degree in Journalism from The University of Georgia’s Grady School. She was an active member on the Council for Research Excellence and is a graduate of WICT’s Betsy Magness Leadership Institute, Class IV.

A self-described admirer of the Hallmark brand, Thomas has carried on her mother’s tradition of collecting Hallmark Keepsake Ornaments for several decades. She lives in Hidden Hills, California with her husband and is the proud mother of four sons.

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ABOUT CROWN MEDIA FAMILY NETWORKS

Crown Media Family Networks is the umbrella unit subsidiary of Hallmark Cards, Inc., housing cable’s leading family friendly networks, Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, annual specials, and a daily, two-hour lifestyle show. Hallmark Channel is also home to the popular annual holiday franchise “Countdown to Christmas,” featuring a lineup of 24/7 holiday programming. Hallmark Movies & Mysteries is a 24-hour cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, “Miracles of Christmas”. Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and with zero duplication, spotlights movies and series from Crown Media’s collection of original dramatic content. Crown Media Family Networks is also home to Hallmark Movies Now, the company’s subscription streaming service, which offers wholly distinct content from the company’s linear channels. Crown Media Family Networks’ publishing extension, Hallmark Publishing, creates novelizations of previously aired original movie favorites. It also accepts author submissions for original, on-brand manuscripts that can be greenlit as a new movie or series for one of the company’s three linear networks.

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