

## **CROWN MEDIA TAPS MEGAN BARBE**

### **AS VP, CONSUMER INSIGHTS**

**NEW YORK, August 19, 2021** – Crown Media Family Networks has appointed **Megan Barbe** as VP, Consumer Insights, the company announced today. Barbe is based in the company's Los Angeles office and reports to EVP, Consumer Insights, Strategy and Analytics, **Robin Thomas**.

Barbe is charged with leading a team of researchers, serving as 'the voice of the consumer' and a trusted advisor and thought partner to Crown's Global Brand Group and Brand Strategy. She will oversee activities related to the execution of consumer research projects, analyzing behavioral data, and integrating research findings with business data to uncover compelling insights that deliver impactful recommendations.

"Megan joins the company with extensive consumer insight and research experience, and we are confident that her strong background and skill set will be instrumental to our continued success," said Thomas. "Her understanding of consumer behavior and the impact those behaviors have on the changing television landscape will help us develop new strategies to elevate our brand."

Prior to joining Crown Media, Barbe served as the Vice President, Research and Consumer Insights at Freeform. Previously, she held ascending roles over a decade at ABC Television Network. Additionally, Barbe previously held research roles at Paramount Pictures and Twentieth Television.

Barbe holds a Bachelor of Arts in Psychology from the University of Kansas.

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### **ABOUT CROWN MEDIA FAMILY NETWORKS**

Owned and operated by Hallmark Cards, Inc., Crown Media Family Networks is home to 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, and annual specials. Hallmark Channel is also home to the popular annual holiday franchise *Countdown to Christmas* featuring a 24/7 lineup of 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 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.

For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#)

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)

Hallmark Drama on Social Media: [Facebook](#), [Twitter](#)

Hallmark Movies Now on Social Media: [Facebook](#), [Twitter](#)

Hallmark Publishing on Social Media: [Facebook](#), [Twitter](#)

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