
Molly Battin Promoted to EVP, Global CCO & CMO

Monday, December 4, 2017



Turner today announced the appointment of Molly Battin to Executive Vice President and Global Chief Communications and Corporate Marketing Officer, reporting directly to John Martin, Chairman & CEO.

In this position, Battin will be 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.

"This is an exciting time in our company's history, and Molly's demonstrated leadership, forward-thinking approach and results-driven reputation will be critical as we continue to shape and push the boundaries of what's possible for Turner," said Martin. "Molly's experience, energy and collaborative style will be extremely beneficial as we continue to advance the reputation of our Turner brand."

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.

She also served as senior vice president of brand development and digital platforms for TBS, TNT and Turner Classic Movies (TCM) and led domestic marketing for CNN as vice president of strategic marketing.

Before joining Turner, Molly 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.

Turner, a Time Warner 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, FilmStruck, Great Big Story, HLN, iStreamPlanet, Super Deluxe, TBS, Turner Classic Movies (TCM), TNT, truTV and Turner Sports.