



Dana Fragnoli-Piteo
Sr. Director, Marketing
CTAM

120 Waterfront Street
National Harbor, MD 20745
(p) 301.485.8909
Email: dana@ctam.com

As Senior Director of Marketing at CTAM (Cable & Telecommunications Association for Marketing) based in National Harbor, MD outside Washington, DC, Dana Fragnoli-Piteo is a results-oriented strategist in marketing and creative communication initiatives for this non-profit, media and entertainment member organization.

In addition to membership communications, she crafts first-class educational events, programs and content for entertainment and media industry executives while working with C-suite and media leaders tackling industry-wide initiatives like piracy and password sharing, On Demand and studio digital distribution, and consumer engagement to create optimal customer experiences and value for pay-TV customers and the industry, alike.

Dana has 17 years of cable industry experience including both the programmer side of the business, as well as the association side, beginning her career at the National Geographic Channel in Washington, DC where she analyzed programming and marketing efforts through Nielsen and other audience measurement programs, contributed to the rebranding of the newly launched network, as well as established the channel's first viewer panel.

Dana graduated with a Bachelor of Science Marketing degree and Associate's economics degree from the Smeal College of Business at the Pennsylvania State University. She has also been recognized for her recent work and was awarded a scholarship to attend the 2017 Cable Executive Management program at Harvard Business School, the 2018 WICT Leadership Conference, as well as the upcoming 2019 WICT Executive Development Series.

She actively serves on the WICT Washington, DC / Baltimore Chapter board of directors as marketing chair and the PowerBrokers sponsorship chair, and was a recent judge for The 2019 Gracies Awards, as a member of The Alliance for Women in Media.