

WarnerMedia

Andrea Zapata

Head of Research, Data and Insights, WarnerMedia



Andrea Zapata is head of research, data and insights at WarnerMedia. Zapata oversees research for WarnerMedia's portfolio of linear and digital brands, marketplace intelligence, category and client insights as well as outcome focused research for advertisers.

Zapata brings a wealth of experience in media where she has brought an innovative approach to her work, demonstrating the value and impact that research, data and insights can have on a business.

Prior to WarnerMedia, she was vice president of west coast sales at Vevo, responsible for building on the momentum of their US sales teams' in-market strategy and maximizing the value of premium music videos. In addition, Zapata has held research leadership positions at Effectv, and Hulu. At Hulu, she built the research practice from the ground up, making critical changes in the company's go-to-market sales narrative.

Zapata is a member of She Runs It, of which WarnerMedia is a Silver Level Corporate Alliance partner; and regular speaker and panelist at industry events including the TV of Tomorrow, SXSW, Variety and IAB Mixx conferences. Andrea attended Ohio State University.

WarnerMedia is a leading media and entertainment company that creates and distributes premium and popular content from a diverse array of talented storytellers and journalists to global audiences through its consumer brands including: HBO, HBO Max, Warner Bros., TNT, TBS, truTV, CNN, DC, New Line, Cartoon Network, Adult Swim, Turner Classic Movies and others. The organization also includes Xandr's suite of advanced advertising solutions designed to help to improve advertising for brands, publishers, and consumers. WarnerMedia is part of AT&T Inc. (NYSE:T).