

ROBIN DAWSON

PRINCIPAL, GREENFIELD CONSULTING LLC

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Robin Dawson is Principal at Greenfield Consulting LLC. A seasoned executive with 20 years of experience in media, entertainment and telecommunications, Robin has developed and lead content distribution and marketing efforts across TV, internet and mobile platforms with multichannel video provider partners like Comcast, Time Warner Cable and DirecTV. As Vice President National Accounts at Music Choice, Robin played a formative role in leading partner development of the first true cross-platform music application in the cable industry, helping achieve transformative customer growth, creating client training and sales incentive programs, and building regional and national sales teams. Since starting Greenfield Consulting, Robin has served clients in the streaming music, digital out of home advertising and consumer packaged goods industries, formulating growth strategies, forging strategic partnerships, and contributing to corporate development.

In gratitude for the mentors and opportunities she has been given, Robin actively fosters the development of industry colleagues and her community. She has held various board positions with Midwest chapters of both the Cable Telecommunications Association for Marketing and Women in Cable and Telecommunications, notably as advisor for the WICT Management Conference and mentor for the Rising Star Mentor program. Robin is passionate about the Northwest Chicago community where she resides with her husband and two children who attend Chicago Public Schools. A volunteer catechist, coach and fundraiser, Robin has held executive and board positions in her local church auxiliary, and was a founding member of Sauganash Neighbors for a New Park nfp, which led fundraising efforts to build a new park playground.

Robin firmly believes participation in sports, performing arts, and music gave her a strong foundation for success in life and business. Her passion for music began in school, with participation in performance choir and musical theater, continuing into her adult years with participation in the Messiah performance choir at St. Michael's parish in Old Town. Through her involvement with Little Kids Rock she hopes to afford her children and all of students in Chicago Public Schools the opportunity to thrive through music.