

Heather Coghill is the Sr. Director of Audience Insights at Effectv, a Comcast company. She joined Effectv in January 2018. In her role, she builds narratives around Comcast's internal viewing data to educate internal and external stakeholders and develops thought leadership pieces and POVs on marketplace trends. Prior to joining Effectv, Heather spent nearly ten years working at ESPN. She was the Director of Media Intelligence at ESPN, overseeing strategic research surrounding specific audience segments, including Gen Z, Millennials, Women and Multicultural.

Heather started her career working at WFXT and WGBH in Boston. She is a graduate of Boston College, where she double-majored in Finance and Communications.