Access to Experts

Lynn Franco
Director, Economic Indicators and Surveys
The Conference Board
lynn.franco@conferenceboard.org

Lynn Franco is director of economic indicators and surveys at The Conference Board. Franco is responsible for overseeing the production and release of all global indicators for The Conference Board, including the Consumer Confidence Index®, The Conference Board Employment Trends Index™, The Conference Board Leading Economic Index® for the United States, nine additional countries and the Euro Area.

Franco also directs the business confidence survey program and produces the quarterly periodical, The Conference Board Measure of CEO Confidence™.

She also serves on The Demand Institute™ leadership team. The Demand Institute is the non-profit membership research group launched by The Conference Board and Nielsen Holdings N.V. in 2012. The Demand Institute examines how consumer demand is evolving around the world.

Franco frequently addresses major business audiences on economic and demographic trends and is frequently interviewed and quoted by national and global media. She has appeared on CNN, CNBC Bloomberg TV, and the major networks. She can be seen every month on Reuters Television and is a monthly guest on Bloomberg Radio.

Franco holds degrees from St. John’s University and New York University.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

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Publications by Lynn Franco

Executive Action Reports

- The Great Recession and Household Savings
  07 February, 2011
- Take This Job and?
  28 February, 2005
- Discretionary Income Trends: An Overview
  19 January, 2005
- The Hispanic Market in 2010
  18 January, 2005
- Consumers Going Online Before Going on the Road
  14 July, 2004
- Consumer Trends...Why People Shop Online
  06 January, 2004
- The Affluent Population: Current Assets and Future Demographics
  23 October, 2003
- Job Satisfaction Continues to Wither
  18 September, 2003
- Public Trust in Financial Markets Makes Modest Comeback
  31 July, 2003

Periodicals

- CEO Confidence
  30 April, 2013
- A Snapshot of Affluent Households in 2015
  07 April, 2008

Publications

- Executive Brief: US Spending Rebounds in Q2 and Should Remain Solid through 2019
  16 August, 2019

Research Reports

- A Marketer’s Guide to Discretionary Income
  08 November, 2007
- The Hispanic Market in 2010
  11 November, 2004