

## Access to Experts



**Lynn Franco**  
Director, Economic Indicators and Surveys  
The Conference Board

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.

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## Publications by Lynn Franco

### Executive Action Report

- [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

### Periodical

- [CEO Confidence](#)  
30 April, 2013
- [A Snapshot of Affluent Households in 2015](#)  
07 April, 2008

### Research Report

- [A Marketer's Guide to Discretionary Income](#)  
08 November, 2007
- [The Hispanic Market in 2010](#)  
11 November, 2004