



smarty pants®

gets smarter in 2008

Smarty Pants is thrilled to welcome Meredith Franck as the newest member of the Smarty Pants family.



Meredith at age 4 destined for marketing and communications success.

Meredith Franck, Marketing Marvel

Meredith joins Smarty Pants as our new Marketing Marvel. And her experience warrants the title. She is an accomplished marketing and advertising veteran with over 15 years of experience managing packaged goods, food and beverage, apparel and personal care brands ranging from Pringles to Kool-Aid to Clean & Clear.

Most recently, Meredith served as Group Director at JWT on the Listerine brand. She helped J&J launch their kids line, Listerine's Agent Cool Blue & Smart Rinse, and the teen and adult-targeted whitening franchise.

Prior to JWT, Meredith rose through the account management ranks at Grey Worldwide where she worked for more than eight years launching and growing Procter & Gamble and Kraft brands. She started her advertising career at DDB Needham, where she worked on Johnson & Johnson's teen skincare business.



Meredith with youngest daughter, Riley.

Meredith holds a BBA with a major concentration in Marketing from the George Washington University. Her academic and professional pedigree coupled with her past youth marketing experience make her an excellent addition to our growing research and strategy team. She's an innovative thinker and classically trained strategic marketer with a passion for uncovering new ways of growing brands and identifying new product opportunities.

Meredith will be based in NYC. She and her husband and two young daughters live in Brooklyn Heights and lead a trendy, fun-filled New York lifestyle. She's a native of Westport, CT who runs marathons in her "spare time" and considers herself a Sudoku master. You can reach her at mfranck@asksmartypants.com or 347-599-0159.



For more information about how Smarty Pants® can help you connect with today's youth, call us at 203.847.5766 or email us at info@asksmartypants.com