

## **Tom Lynch Named as Director of Programs and Development for ARF WIDE**

*ARF program aims to diversify the research and insights functions at marketing, media, agency and research companies*

**NEW YORK, NY (November 30, 2023)** – The ARF (Advertising Research Foundation) today announced Tom Lynch as Director of Programs and Development for the ARF Charitable Foundation’s Workforce Initiative for Diversity and Excellence (WIDE).

In this role, Lynch will be responsible for the management and growth of the WIDE program, which is committed to improving the diversity and excellence of the marketing, research and data analytics workforce of the future through its scholarship and mentorship program.

“Over the last few years, we have seen firsthand the impact that WIDE has been able to provide for the future of our workforce - from scholarships and mentorships to internships and post-graduate positions,” said Scott McDonald, CEO and President, ARF. “As we look to continue this momentum, we are pleased to have Tom join us. I am confident that his extensive background in social justice, social enterprise and nonprofit fundraising will be instrumental in this next phase of program growth for WIDE.”

Prior to joining the ARF, Lynch has been a corporate marketer, agency strategy and insights lead, entrepreneur, social enterprise and nonprofit founder, as well as a manager and consultant to nonprofits and foundations. Throughout his career, Lynch has worked with brands including: Bank of America, Ameriprise, Lenovo, Dell, Gallo, Southwest, Coca-Cola, AutoTrader.com and more.

“I always try to practice good allyship, helping ensure that people like me who have benefitted from the system do more listening, learning and then acting to help change the system for the better,” said Lynch. “ARF WIDE is committed to improving the excellence of the industry’s work by creating a workforce that is as diverse as today’s consumers. I look forward to working with friends and former colleagues in the industry to help increase the impact of WIDE.”

To learn more about ARF WIDE, visit: <https://thearf.org/about-the-arf/arf-wide/>.

### **About The ARF**

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has more than 400 members from leading brand advertisers, agencies, research firms and media-tech companies. For more information, visit [www.thearf.org](http://www.thearf.org).