



Matt Catapano

Senior Director for Research and Planning Department, MTV

Matt Catapano is the Senior Director for Research and Planning Department at MTV.

In his position he is responsible for managing the qualitative and quantitative attitudinal research for all on-air program development, by creating and enacting an overall brand strategy through acute understanding of the needs, concerns and motivations of MTV's audience.

Matt serves as key liaison between MTV Research and MTV Programming and Entertainment, MTV Pro-social, MTV Films and MTV Talent.

Prior to his position at MTV, Matt was a researcher for former President Clinton's Economic Advisor and worked on communications and strategic planning for the President's political advisor and pollster. He was also an Associate Producer for NBC news where he was responsible for planning NBC news and MSNBC's coverage of the Millennium and Decision 2000. Matt has been with MTV for six and a half years.