

PROFILE

Betsy Peisach

Vice President
Education Division



Betsy Peisach joined Maryland Public Television in 2000 and currently holds the position of vice president, Education Division.

In this role, Ms. Peisach oversees a talented staff of early childhood professionals, preK-12 educators, and media producers who support teaching and learning, develop digital learning resources for students, and create online courses and training for educators and Maryland's child care community. MPT's highly regarded education website *Thinkport.org* serves as the gateway to these resources.

Ms. Peisach also leads her division's efforts in strategic planning, securing grants, and fostering key partnerships with both state and national education communities. She serves on the strategic steering committee at the Maryland Business Roundtable for Education, the education committee at the Greater Baltimore Committee, and as chair for the NETA Education Council.

Prior to her current position, Ms. Peisach was MPT's managing director of education marketing and outreach, during which she developed and implemented integrated media/marketing campaigns to support MPT education programs and services statewide. She also served as the project manager for several multi-year, federally funded education initiatives.

Before joining MPT, she served for five years as marketing director for the Jewish Community Center and Gordon Center for Performing Arts. Ms. Peisach also directed marketing, promotion, and corporate relations for 13 years while at United Broadcasting Company, a national broadcaster of major market radio and cable stations.

She is an alumna of the University of Maryland where she earned a bachelor's degree in radio, television, and film.

Ms. Peisach resides with her family in Owings Mills, Maryland.