



A Tribute to Our Colleague Cynthia Perkins-Roberts A Multicultural Marketing Visionary



By Sean Cunningham, Video Advertising Bureau (VAB) president and CEO

On New Year's Day, we lost a leading visionary and one of the best in the industry when the VAB's Cynthia Perkins-Roberts passed away.

Cynthia knew only one way to do anything of importance - she put her full heart and soul into it all.

There was great power in the depth of Cynthia's unwavering commitment, whether it was to her family, at her church, with her trove of cherished friends, or in all the advances she drove in multicultural marketing. You always knew Cynthia would never settle for just "a job well done," because nothing was ever done with Cynthia until something remarkable was achieved.

Cynthia was a 25-year veteran of the VAB rising to VP, Multicultural Marketing and Sales Development. What made Cynthia so highly effective in marketing and advertising was her ability to thrive in the art of people immersion. For every one of the multitudes of her professional accomplishments - including many "firsts" and victories - there was always a wonderful backstory of connecting people and personalities to push through to a new high-water mark. Motivating people to break through barriers was always the fuel, and few people I've met could fuel a relationship like Cynthia did - every time.

Throughout her career, she was recognized and embraced by numerous industry organizations including being named one of CableWorld magazine's "Most Influential Minorities in Cable," being appointed to the Nielsen African-American Television Advisory Council and serving as Co-chair of the Advertising Women of New York's

(AWNY) Multicultural Alliance, as well as her many contributions to the ANA's Alliance for Inclusive and Multicultural Marketing (AIMM).

Her drive to initiate multicultural marketing connections among networks, agencies, advertisers and research companies led to the publishing of a wealth of diversity media resources and invaluable information for industry professionals. Cynthia was also a sought-after speaker for industry events and frequent media spokesperson.

Most importantly, you could learn about what drove Cynthia Perkins-Robert's indomitable spirit within the first five minutes of meeting her: adoring husband Jeffery and her two college-aged daughters Jessica and Lexi, who were her sun, her moon and her stars.

At the VAB we've barely begun to calculate how much we'll miss Cynthia, but we'll now count every new "first" in multicultural marketing as another win undoubtedly fueled by Cynthia Perkins-Roberts and her endless influence.

Details for funeral services:

Thursday, January 10, 2019

7pm -9pm Public Viewing at the chapel:
Carl C Burnett Funeral Home
456 S. Franklin St. Hempstead NY 15520
Tel 516-489-4492
Fax 516-489-0212

Friday, January 11, 2019

Funeral Service
Zion Cathedral Church of God in Christ
312 Grand Ave Freeport NY
Tel 516-623-9466
Public viewing 8am-10:30am
Funeral Service 10:30 am

Donations to honor Cynthia's legacy can be made to:

[American Cancer Society](#)

[Memorial Sloan Kettering Cancer Center](#)

[Cedarmore Corporation - Enriching the Lives of Youth, One Day at a Time](#)