

# 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, K-12 educators, and media producers who develop digital learning resources for students and online courses 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, education committee at the Greater Baltimore Committee, and the executive committee for the NETA Education Center Council.

Prior to her current position, Ms. Peisach was MPT's managing director of education marketing and outreach, where she heightened awareness and supported the development of on-air and educational online offerings to a variety of target audiences.

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.