



Anthony F. Motta retired as a senior vice president of Mendelsohn Media Research, Inc. in 2004.

Mr. Motta (Tony) spent the last 12 years of his career designing and executing research for more than fifty media clients.

Prior to MMR he held senior research and marketing positions with Time Inc. (director of marketing services-People Magazine) and The New York Times (market research manager).

A native New Yorker, he holds a BA degree in psychology from New York University and an MBA in marketing from the Bernard Baruch College of Business.

He resides in Tappan, NY with his wife Lorraine. They have three children: Christine, Camille and Anthony Jr.

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