Ilana Stern is the Senior Director of Oxygen's Consumer Marketing and Brand Strategy departmentwhere she is responsible for strategic execution of the network's marketing efforts across all platforms to drive brand awareness. In addition, she works to identify and evaluate key marketplace trends, leverage original content to amplify digital and social marketing efforts, and direct consumer research to better understand Oxygen's brand and its young, multicultural audience. A 13 year veteran of Oxygen, Ilana has worked across departments including Ad Sales, Product Integration, and Sales and Consumer Marketing, which has given her a unique perspective on the inner workings of the TV business. She has led campaigns for some of Oxygen's most successful series such as "Sisterhood of Hip Hop," the "Preachers" franchise and "The Prancing Elites Project," all of which broke records for the network. Her focus on creating compelling short form content that hooks into Millennial's social and digital behaviors has been instrumental in pushing Oxygen to become a top 5 most social cable reality network. Additionally, Ilana has received industry recognition with multiple CableFAXIES awards and nominations for outstanding Marketing and PR efforts and a Social TV Award.