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She also serves on *The Demand Institute™* leadership team. The Demand Institute is the non-profit membership research group launched by The Conference Board and Nielsen Holdings N.V. in 2012. The Demand Institute examines how consumer demand is evolving around the world.

Franco frequently addresses major business audiences on economic and demographic trends and is frequently interviewed and quoted by national and global media. She has appeared on CNN, CNBC Bloomberg TV, and the major networks. She can be seen every month on Reuters Television and is a monthly guest on Bloomberg Radio.

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