



2025 Page Annual Conference



Catherine Frymark
Executive VP and Chief Corporate
Communications Officer,
Mattel

Catherine Frymark is Executive Vice President and Chief Corporate Communications Officer of Mattel. She joined Mattel in 2020. In her role, Ms. Frymark oversees external and internal corporate communications globally as well as Mattel's philanthropic activities, including the Mattel Children's Foundation.

Prior to Mattel, Ms. Frymark had a 20-year tenure at Discovery, Inc., most recently serving as Group Senior Vice President of Communications. While at Discovery, Ms. Frymark held a variety of leadership positions, overseeing corporate communications as well as communications for multiple divisions within the company including affiliate distribution, advertising sales, digital media, and commerce. Beyond her corporate responsibilities, Ms. Frymark also served in a leadership capacity within Discovery's lifestyle brands group, messaging the strength of the company's industry-leading portfolio of female networks, highlighted by the #1 cable network for women in America, TLC.

Some of Ms. Frymark's key responsibilities throughout her career at Discovery included overseeing corporate communications, articulating the company's business strategies on matters including mergers, acquisitions and divestitures, financial communications, and serving as a corporate spokesperson. Ms. Frymark led communications for the company's acquisition and integration of Scripps Networks, home to networks such as HGTV and Food Network. She also led Discovery's internal and employee communications teams, global events, viewer relations and Discovery's corporate social media practice.



Before Discovery, Ms. Frymark held communications roles at PG&E National Energy Group and the Greater San Diego Chamber of Commerce. She began her career in public relations at Capener, Matthews & Walcher Advertising & Public Relations in San Diego.

Ms. Frymark received her bachelor's degree in English from Syracuse University. She is a member of the Board of Advisers to the USC Annenberg Center for Public Relations, and a member of the Arthur W. Page Society, the premier global professional association for senior strategic communication leaders.