



Tom Cosgrove – Bio

Tom Cosgrove is COO at EARTHDAY.ORG (EDO). For the last 4 years he has been helping to lead the organization as it takes its “planet first” advocacy across the US and the world. In 2022 and 2023, EDO initiated the Theme “Invest in Our Planet’ in a direct response to businesses wanting to work with us to create more insight and understanding on both sides. Tom worked with a huge range of different companies as they took the time and made the effort to think more sustainably.

This year our Theme is Planet Vs. Plastics as we advocate for lowering plastic production and finding alternatives to single use plastics, something which represents both a huge challenge but also great opportunity. Tom has been instrumental in building business partners in this campaign, something he is uniquely attuned to as he comes from a business, not an advocacy, background.

He brings over 25 years of diverse experience spanning media/entertainment, digital/technology, marketing, environmental, and NGO sectors. With a proven track record in strategic planning, content/programming, branding/marketing, P&L oversight, and board management, he has held executive positions at top-tier companies. Notable roles include COO and General Manager for Discovery and Science Channels, EVP of ABC Family Channel at Disney, GM of TV Guide Television Group and EVP of Fox Family Worldwide at NewsCorp, and media positions at Leo Burnett USA. As CEO/President of the groundbreaking 3Net joint venture, Tom pioneered the world's first 3D television channel and studio. He also provides COO/advisory services to startups and serves on nonprofit boards/executive committees. Combining C-suite leadership with creative vision, Tom holds an MBA and BA from the University of Wisconsin.