

# Screen Engine Welcomes Rachel Krauss Weise

*Screen Engine, a leading global research and market strategy firm, welcomes Rachel Krauss Weise, SVP of New Business Development and Strategic Market Solutions.*

LOS ANGELES, CA, UNITED STATES, June 4, 2025 /EINPresswire.com/ -- [Screen Engine/ASI](#), a leading global research and market strategy firm, welcomes [Rachel Krauss Weise](#) as Senior Vice President of New Business Development and Strategic Market Solutions.

With over 20 years of experience, Rachel will focus on the company's initiative to expand its reach into consumer brands, hospitality, retail and other sectors while continuing to provide research-based solutions to clients within the media and entertainment industry.

Before joining [Screen Engine/ASI](#), Rachel held leadership positions at MarketCast, Kantar, Bastion, Vault AI, and Paramount, where she developed strategic solutions for major brands including Walt Disney Studios, Coca-Cola, United Airlines, and Marriott International.

"Rachel's diverse background makes her ideal for this role," said Robert Levin, President and Chief Operating Officer. "Her expertise will help us provide data-driven insights to clients both within and outside the media and entertainment landscape."

About Screen Engine/ASI:

Screen Engine/ASI is a premier research and data analytics firm that delivers custom solutions to brands across entertainment, media, gaming, technology, consumer goods, and other industries. The company specializes in audience intelligence, content testing, brand strategy, and marketing optimization.



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*Robert Levin, President and  
Chief Operating Officer*

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