

## **Beth Bengtson, Vice President, Corporate Social Responsibility**

Beth Bengtson's intimate knowledge of the online space and its evolution has been informed by over 10 years of digital marketing experience working on both the agency and brand side of the business. As a global traveler and local organizer, Beth has now found a home in the world of corporate social responsibility and its application to the practice of marketing. Since joining imc<sup>2</sup>, she has led the company's internal efforts to positively impact its people, communities, and environment. She is currently pioneering imc<sup>2</sup>'s new services aimed at building brand sustainability in the digital age of customer empowerment. She has worked on such brands as Viagra and Celebrix and guided strategy for a leading company around the topics of search engine marketing and user-generated content. Beth earned her MBA at Schiller International University in Paris, France and her Bachelor of Science in management at Penn State University.

[Click Here to Ask Beth Bengtson a Question – Questions will be addressed live at the DTC in the Era of Consumer Choice Conference. Don't miss this chance to shape the agenda and have your questions answered by industry experts!](#)