



Executive Lecture Series

“LEVERAGING THE POWER OF SOCIAL MARKETING”
KRISTA DiBERARDINO ‘82



Seasoned marketing guru DiBerardino has expertise across all marketing disciplines including consumer insights, brand strategy and communications, and digital marketing. She also has experience with consumer goods and services with companies including Kellogg, Nielsen, JohnsonDiversey and Newell Brands. Prior to her retirement, DiBerardino was part of the executive team at Spin Master, a top five global children’s entertainment company, which she helped take public on the Canadian Stock Exchange.

THURSDAY, OCTOBER 19, 7 P.M.
BRVENIK CENTER FOR BUSINESS EDUCATION
CLARK CITY CENTER

BUSES WILL LEAVE STREBEL CIRCLE AT 6:30 P.M. AND RETURN AT APPROXIMATELY 8:15 P.M.

FREE AND OPEN TO EVERYONE

This lecture is part of the Executive Lecture Series sponsored by the Business and Economics Department of Utica College.