

# Mark McBeath

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## Marketing Executive



Mark is Vice President of Marketing at Cincinnati Financial Corporation, a Fortune 500 company that sells property and casualty insurance across the United States. He leads the company's efforts on brand strategy, advertising and social media, digital marketing, marketing research, and customer experience.

Over the course of his 30-year career in Marketing, Mark has worked for a diverse set of great companies and brands. He began his career with Procter & Gamble, before working in brand management at Kraft Foods. At NIKE, he was Director of Marketing for Canada and Latin America, working out of the global headquarters in Oregon. Returning home to Cincinnati, he was head of Marketing for Sears and Target Optical at Luxottica Retail before he joined Cincinnati Financial in 2012.

Mark received his bachelor's degree in Marketing and Economics from Miami University in Ohio. Later, he earned his MBA from the Stanford Graduate School of Business in California.

Mark is married to Kim, and they have two adult children. His interests include golf, exercise, and teaching.