

Mark McBeath

Marketing Executive

Mark is a retired Marketing executive. Most recently, he was Vice President of Marketing at Cincinnati Financial Corporation, a Fortune 500 company that sells property and casualty insurance. He led the company's efforts on brand strategy, advertising and social media, digital marketing, marketing research, and customer experience.

In his 30-year marketing career, he has worked for diverse 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 and worked out of the global headquarters in Oregon. Before he joined Cincinnati Financial in 2012, he was head of Marketing for Sears and Target Optical at Luxottica Retail.

He received his bachelor's degree in Marketing and Economics from Miami University in Ohio, and 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.

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