

Meighan Berberich

Vice President, Marketing

Meighan Berberich leads all marketing and communications efforts at BlogTalkRadio (www.blogtalkradio.com). Berberich is a seasoned marketer and publishing executive with more than 15 years of experience launching and growing on- and off-line communities and leveraging these highly-engaged communities to drive revenue.

Before joining BlogTalkRadio, Berberich was the director of marketing communications for Conenza, a leading provider of enterprise social networking software. In this role, she led all aspects of marketing communications: branding, on- and offline demand generation, events, and media and analyst relations. She is a proven leader in, and passionate advocate for, social media marketing, search engine optimization, and word-of-mouth marketing.

Prior to Conenza, Berberich held marketing and executive leadership roles at Microsoft Corporation and 1105Media. At Microsoft, Ms. Berberich led teams in the development of traditional and non-traditional marketing strategies to drive reach, revenue, and customer engagement through Microsoft's software training and certification portfolio. At 1105Media, Ms. Berberich served as the marketing director, and later, as the general manager of the Business Technology Group. In her marketing and management roles, Ms. Berberich led the creation and launch of more than a dozen revenue-generating products. As a result of these programs, Ms. Berberich's business unit, delivered double-digit revenue growth every year of her six-year management tenure.

Berberich began her career in semiconductor marketing, working with Texas Instruments and Infineon Technologies in the U.S. and Europe.

She holds a Bachelor of Science degree from Santa Clara University in Economics.