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DENISE L. BENNETT

**AWARD-WINNING GENERAL & MULTICULTURAL MARKETER
D.E.I LEADER | PUBLIC SPEAKER | PROFESSOR**

At 20 years of media & entertainment marketing experience, Denise is a seasoned professional. She is currently the Vice President of Brand Strategy at iHeartMedia, specializing in multicultural marketing partnerships. She is also a professor at Fordham University Gabelli School of Business, where she teaches Advanced Business Communications at the graduate level.

Her most recent post was as a senior member of the WarnerMedia Entertainment Content Partnerships team and served as the NYC Chair of the Black Professionals at WarnerMedia Business Resource Group. Denise has held marketing roles at NBCUniversal's "Women at NBCU" portfolio team, the NBA's Global Marketing Partnerships team and TV One's "One Solution" portfolio team, developing award winning marketing solutions across TV One, Radio One, Reach Media, and Interactive One.

She started as an intern at Viacom's VH1 Save The Music and spent almost 9 years in various consumer and integrated marketing roles throughout the company including Noggin/The N, Comedy Central, and MTV/MTV2.

Denise has a BS in Music Business from Indiana State University and an MBA with a dual concentration in Marketing and Media & Communications from Fordham University Gabelli School of Business. She was in the 1st class of the Management Leadership for Tomorrow (MLT) MBA Prep class and has served as the President of the Fordham Black & Hispanic MBA Association and VP of the Fordham Media & Entertainment Alliance. She has participated in the Council of Urban Professionals (CUP) Executive Leadership Program and was recently recognized as a 2020 CUP Technology Catalyst. She has served as the NY Chapter President of NAMIC (National Association of Multi-ethnicity in Communications) and is a 2019 graduate of the NAMIC Executive Leadership Development Program (ELDP) at the University of Virginia Darden School of Business. In 2019, she received The Network Journal's 40 Under 40 Achievement Award in recognition of her professional accomplishments and contribution to the community.

Outside of her professional responsibilities, Denise is a classically trained pianist, a TV junkie, an avid world traveler, and an active member of Alpha Kappa Alpha Sorority, Inc.

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As a thought leader and speaker, Denise has spoken and moderated media industry discussions as well as university events and organizational functions.

PAST ENGAGEMENTS INCLUDE:

Marketing Opportunities in Business & Entertainment Symposium
Career Workshop: World of Marketing, Fordham Gabelli School of Business
N.A.M.I.C Excellence in Multicultural Marketing FB Live
Jetblue Black History Month media event
KIPP Alumni Summit on Industry Networking

DENISE L. BENNETT SPEAKER TOPICS



INDUSTRY TOPICS

- Integrated Marketing, What Does It Mean In Media Today?
- Shifting Your Multi-cultural Marketing Strategy
- General Population vs Multi-Cultural Marketing
- Diversity & Inclusion As A Part of Your Business Strategy

SPEAKER TOPICS

- Navigating Your Career Growth Trajectory
- Networking for Success
- Building a Full-filling Media Career
- Navigating Business School
- **Single and Striving: "finding balance between professional achievement and personal growth"**





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SPEAKER & INDUSTRY TOPICS

INDUSTRY TOPICS

- Integrated Marketing, What Does It Mean In Media Today?
- Shifting Your Multi-cultural Marketing Strategy
- General Population vs Multi-Cultural Marketing
- Normalizing DEI in Everyday Leadership Communication

SPEAKER TOPICS

■ Navigating Your Career Growth

- The path to career success is rarely a straight line. Crafting your path and leaving room for it to be derailed at every turn is a tricky but necessary step.

■ Relationship Building for Success

- Skills and credentials are just a part of the puzzle to success. Understanding how to build strong, reciprocal – not transactional – relationships is the true key to career success.

■ Building a Full-filling Media Career

- From the outside, a media career looks like a lot of glitz and glamour – and it is! But it's also a lot of hard work and not for the faint of heart. How do you break in, how do you stay in, and how do you get ahead in show biz?

■ Navigating Business School

- Going to business school can be a game changer for both your career and your overall life. How do you decide if b-school is right for you, where to go, and what to realistically expect before, during, and after.

■ Single and Striving: "finding balance between professional achievement and personal growth"

- How to navigate through the societal expectations and timelines of what we're "supposed" to accomplish vs what life circumstances have thrown at us.

