

Bethany Hoppenthaler, MA, is a Sales Enablement & Digital Marketing Manager at Burns & McDonnell, leading the company's digital, social media and lead generation strategies on a global scale. She pioneered the firm's marketing technology stack to allow for scalability and company growth, and reimagined the corporate website to better promote company services and aid in recruitment. Bethany's extensive career experience at small to enterprise-level companies in digital marketing has empowered her teams to harness powerful data to inform marketing campaign planning and execute impactful brand awareness, go-to-market and account-based marketing strategies, that maintain a human-centered approach and enable sales.