



Beth VanStory

Growth Executive, Coach, Advisor

Contact



804.332.4247



Beth@VeritacGroup.com



Washington, DC



<https://linkedin.com/in/bethvanstory>

Professional Skills

- Interim, Fractional CMO/COO, Advisor, Coach, Board Member
- B2C and B2B Research, Strategy, Go-to-Market
- Brand Positioning & Messaging
- Digital Marketing & Analytics
- Coach/Mentor

Education

- MBA, Northwestern University
- B.S. Finance & MIS, University of Virginia

Executive Education

- Harvard University

Executive Summary

Beth is a high-energy, metrics-driven executive-level consultant with 35+ years of experience as a consultant, executive, coach, angel investor, and board member. Her background crosses consumer and business-to-business sectors, including automotive, entertainment, healthcare, technology, financial services, and other industries. Beth brings the discipline of an enterprise organization with the creativity of a start-up to devise and direct high-octane marketing programs that drive business success.

Innovation and Growth Focused

She excels at driving profitable growth through collaborative relationships, employing customer insights, and exercising financial rigor. An early adopter, Beth helps clients leverage technology to fuel growth and innovation. Her experience spans start-ups to Fortune 500.

A forward-thinking leader, Beth is adept at developing market-focused growth strategies. She combines financial acumen with a creative eye and practical sensibility.

Consulting Expertise

Beth's work ranges from research to strategic planning and marketing to fundraising and recruiting. She often serves as an interim CMO and advisor to C-suite executives. Her deep expertise in marketing, combined with her early foundation in finance and later experience as an operating executive, enables her to serve many roles as a trusted advisor to executives.

Executive Positions

- President of iMotors, an online used car retailer. Oversaw 150 employees across business development, marketing, sales, service, and systems development and operations. Contributed significantly to raising the company's Series E funding of \$62.5 million.
- ViP/GM, Office Depot. Led the launch of www.officedepot.com and managed the online division, leading it to profitability in its first year.
- VP/GM, The Weather Channel's New Media division. Led the growth of the award-winning weather.com site to become a top-trafficked content site. Served on 9-person Strategic Planning Team for the company
- Director of Marketing for Bell Atlantic's Stargazer Interactive television (now Verizon FIOS) trials, where her team won a CTAM Mark Award for its work.

BOARD WORK

Current: 1st Stage Theater

Previous: Michael's Stores, Mom Made Foods, Phthisis Diagnostics, Shop.org, International Coach Federation, Richmond Chapter

SPEAKING

National Retail Federation, Comdex, the Software Publisher's Association, Jupiter Research, Forrester Research. Profiled and quoted in CIO Magazine, Newsweek, New York Newsday, Internet World, Communications Week, Information Week, and others. Appeared on CNET and ZDTV's Silicon; testified before Congress regarding issues in the high-tech field.

POSITIONS

Fractional CMO	Classic Metal Roofs, Pilot John International
Area Managing Partner & CMO	Chief Outsiders
Chief Thinker	Thinkout Consulting
CEO/CMO/Board Member	AutoSquad
President	iMotors
VP/GM	OfficeDepot.com
P/GM, New Media	The Weather Channel

BRANDS

