



## Roanne Neuwirth

Program Director, Brand Strategy Council and Council for Marketing Leadership  
The Conference Board  
[rneuirth@tcb.org](mailto:rneuirth@tcb.org)

Roanne Neuwirth is Program Director of The Conference Board Brand Strategy Council and the Council for Marketing Leadership. A Chief Marketing Officer and enterprise marketing leader, Roanne has spent her career inside consulting and advisory firms that serve the C-Suite. She specializes in helping organizations translate complex expertise into clear, compelling market narratives, and build go-to-market systems that connect thought leadership, brand, and client engagement to real business outcomes, strengthen their market position, and engage more effectively with C-Suite buyers.

Her background includes a combination of internal marketing functional experience and client-facing marketing and market research consulting experience for technology, law and engineering firms, Fortune 1000, and academic and research organizations.

Most recently, she served as Global CMO at BTS Group, a publicly traded global management consultancy. Prior to BTS, she built the marketing function at Bates Communications that led to a successful acquisition by BTS. Other roles include Boston Consulting Group, Balanced Scorecard Collaborative, Truman Company and the Farland Group.

She is particularly known for her ability to convene executives in ways that create both insight and advantage. Roanne designed and facilitated executive peer communities and client advisory boards for Fortune 500 companies including IBM, building CMO councils, Chief Data Officer roundtables, and C-Suite engagement programs that deepened loyalty and drove competitive differentiation.

Roanne's bylines on C-Suite engagement, executive content strategy, and client advisory programs appear in *Chief Content Officer Magazine*, *Content Marketing*

*Institute, CXO Dispatch, and MSN.*