

## Access to Experts



**David Witt**

Director, Global Digital Marketing and Brand PR  
The Hershey Company

David joined The Hershey Company in early 2011, where he leads the global digital marketing and brand public relations efforts for the company, including for iconic brands such as Reese's, Hershey's, Hershey's Chocolate Kisses, Twizzlers, Jolly Rancher and many more.

Prior to his current role, he worked at General Mills, where he led social media and the company's WOM efforts. During his time at General Mills, he also led brand public relations for various brands, including Yoplait, Progresso, Hamburger Helper and Old El Paso. He also created the company's three consumer engagement networks – *MyBlogSpark*, *Pssst...* and *MyGetTogether*.

David is immediate past Chairman of the Word of Mouth Marketing Association and the lead for Hershey with socialmedia.org (formerly the Social Media Business Council), the Conference Board's Council on Social Media and other digital associations.

Additionally, David worked for eight years as a concert and festival producer and promoter in California, focusing mainly on classical and jazz musical events. He also worked in sports and event marketing for Blue Cross Blue Shield and worked in brand public relations for clients including Reynolds Consumer Products, Home Depot, Virginia Beach Tourism and Amelia Island, at a public relations agency in Virginia. He received his MBA from Azusa Pacific University in California.

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