



Carol Orenstein

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Carol Orenstein is the Chief Strategy Officer and a member of the Executive Committee at The Conference Board. Her 30+ years of work experience have been built around strategy, marketing, and developing new lines of business. Prior roles have included Chief Marketing Officer (CMO) for The Conference Board; CMO for the Aresty Institute of Executive Education, Wharton School; and CMO for RMA—The Risk Management Association. Earlier in her career, Carol was in marketing at Campbell Soup Company for brands including Campbell’s Tomato Juice, V8, and Chunky Soup.

Carol’s strategic planning experience began early in her career, when she worked as an Associate at Booz, Allen & Hamilton and later as a Director of Strategic Planning at American Express. New business initiatives have included bringing V8 Splash for Campbell Soup to launch readiness and launching an executive education business for The Fox School’s MBA/MS Division of Temple University.

Carol earned her BA from Harvard College and her MBA from The Wharton School, where she majored in marketing and entrepreneurial management. She is very active in the community and holds a board position at Education Works, with previous board roles at Big Brothers Big Sisters of Southeastern PA and the Gladwyne Montessori School.