

## Access to Experts

### **Marleta Ross**

Director, Global Prepaid  
American Express Company

Marleta Y. Ross is Director of Interactive Marketing and Acquisitions for the Global Prepaid division of American Express. In this position, she is responsible for driving profitable growth of gift cards and new pre-paid product sales online. In addition, she drives strategy for growth and penetration of B2B direct sales channels. Prior to this position, Ms. Ross was Director, Advertising Optimization within the Global Advertising and Brand Management group where she was responsible for quantifying and improving return on investment of advertising investments globally through use of econometrics. In addition, she managed an advertising budget of over \$500 Million to ensure achievement of financial targets. Ms. Ross began her career with Exxon Chemical Company where she was a technical account manager responsible for oil company clients with annual sales over \$20MM. Ross holds an MBA degree in General Management from Harvard Business School and a BSE in Mechanical Engineering from The Cooper Union.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, [courter@conferenceboard.org](mailto:courter@conferenceboard.org)

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