

Ben Foster

Adjunct Faculty - College of Communication at Ketchum, DePaul University

Greater Chicago Area, IL, US

SVP Digital Strategy at Ketchum and Adjunct Faculty at DePaul University

Biography

Ben Foster is a Vice President and Digital Strategist for Ketchum Midwest in Chicago. In this role, he provides strategic guidance on Integrated Social Media for clients including Gillette, ConAgra Foods, Nestle-Purina, FedEx, and Kimberly Clark. Ben also is an Adjunct Faculty member in the Graduate Program at DePaul University's College of Communications where he teaches Social Media Strategy and Public Relations. Prior to joining Ketchum, Ben was the Senior Strategy and Content Manager for Social Networking. At Allstate, he helped create Allstate's Social Media group and provided strategic leadership to Social Media initiatives related to Allstate's vision of reinventing protection and retirement for the consumer. Before joining Allstate, Ben was a management consultant specializing in innovation strategy where he helped develop the processes and governance structures required to create and sustain a culture of innovation for clients in the US and Mexico. Ben began his career at GE Capital where he worked for numerous GE businesses across the United States and Europe in Six Sigma and Technology Strategy. Ben holds an MBA from the University of Chicago Booth School of Business in Economics and Finance and a BS from Miami University in Marketing and Management Information Systems. He is also a GE Certified Six Sigma Black Belt.

Availability

Keynote, Moderator, Panelist, Corporate Training

Industry Expertise

Advertising/Marketing, Social Media, Internet

Areas of Expertise

Social Media, Integrated Marketing and Social Media, Online Reputation and Crisis Management, Content and Media - the Future of Personalization

Affiliations

University of Chicago - Booth School of Business, University of Chicago Graduate School of Business - Private Equity and Venture Capital Club

Event Appearances

From Social Media To Social Business
Mega Congresso Brasil

KEYNOTE - Does Social Media and Marketing Matter
Enterprise 2.0 Conference

Movements by Marketers
Respect the Internet

From Social Media to Social Business
Social Media Week Chicago

Why Large Companies Should Work With Startups
TechWeek Chicago

Education

The University of Chicago - Booth School of Business
MBA Finance and Economics

Miami University
BS Marketing and Management Information Systems

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