

Eric Svenson is a marketing leader with 25 years of consumer and B2B experience spanning broadcast, digital and print media as well as e-commerce enterprises. He is currently vice president of marketing for Newsy, the next-generation national news network that is part of The E.W. Scripps Company. Previously, Eric was Senior Director of Digital Strategy for Rockfish Digital where he developed strategic marketing programs for Fortune 100 clients including Procter & Gamble, PepsiCo, The Kroger Company, and UnitedHealth Group. Eric has also held senior-level marketing positions at Meredith Corporation, Epsilon Abacus, F+W Media, and New Track Media.