



GREATER MADISON
CHAMBER of COMMERCE

NEWS

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One of World's Most Powerful Women Announced as Chamber's 66th Annual Dinner Speaker *Upcoming book, **Imagine It Forward**, builds a foundation for summoning courage and creativity in the face of change*

MADISON – Beth Comstock, driver of innovation for one of the world's largest companies, top-10 LinkedIn influencer and twice one of Forbes' most powerful women in the world, was announced today as the keynote speaker for the Greater Madison Chamber of Commerce's 66th Annual Dinner on Oct. 11 at the Monona Terrace Community and Convention Center. Her new book, *Imagine It Forward*, about summoning courage and creativity in the face of change, will be published Sept. 18.

"Beth Comstock is a change-maker who knows how to drive the innovation that comes with the kind of economic momentum we are seeing in Greater Madison," said Chamber President Zach Brandon. "Beth's career and life are filled with stories of helping to transform and reinvent established brands and fearlessly seeking new ideas, and we are thrilled to welcome her to Annual Dinner to help us Imagine Forward."

In nearly three decades at GE, including as Vice Chair, Comstock led efforts to accelerate new growth and innovation, initiated GE's digital and clean-energy transformation, seeded new businesses and enhanced GE's brand value and inventive culture. As President of Integrated Media at NBC Universal, she oversaw TV ad revenue and new digital efforts, including being one of the founders of Hulu. Comstock is also a director at Nike, trustee of The National Geographic Society and former board president of the Cooper Hewitt Smithsonian National Design Museum.

Presented by BMO Harris Bank, the Chamber's 66th Annual Dinner will bring together more than 1,000 business and community leaders for an engaging program featuring speakers, networking, music and more. To register, visit here: <http://greatermadisonchamber.com/annual-dinner>

About the Greater Madison Chamber of Commerce:

The Greater Madison Chamber of Commerce is the voice of business with nearly 1,300 organizations – ranging from one-person shops to corporations with more than 10,000 employees – working to bring the Greater Madison area to its full potential. The Greater Madison region is a leader in innovation. From cutting-edge technologies to distinctive retail shops to inventive services and products, our members vary greatly but are united by the region's entrepreneurial spirit. More information can be found at greatermadisonchamber.com.

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