

ProcessPro



Kate Orbeck,

Marketing Manager

Education

Bachelor of Science, Business Management / Marketing, St. Cloud State University, Cum Laude

Professional Activities

St. Cloud Area Chamber of Commerce, Member
NEXT – St. Cloud Chamber’s Emerging Leaders, Member

Awards

Bronze, Employee of the Year – Business – All Other Industries, The 2014 Stevie Awards for Women in Business
ERP Best Vendor Blog & Best Article, Nominations, 2013, 2014.
ERP Best Vendor Blog, Gold, 2015; Bronze 2017

On the Personal Side

When she’s not promoting OSAS, Kate loves spending time with her family, running, and traveling.

Kate develops and implements the marketing strategy for multiple product lines of the OSAS family. As Marketing Manager for the ProcessPro product line, she oversees brand management, content development, email marketing campaigns, website enhancements, social media efforts, public relations, and is the voice of customer initiatives. Kate also leads the event planning and logistics efforts for the yearly OSAS Connect user conference, tradeshow presence and client training events. With a passion for clearly defining objectives in order to see the vision of the project come to life, she sets strategic goals for growth. On a day-to-day basis Kate works with the Business Development and Sales teams to help shape their go-to-market strategies that integrate marketing initiatives and collateral.

Equipped with over 8+ years in business-to-business marketing, Kate’s greatest strengths are her creativity, drive and leadership. She thrives on challenges, particularly those that expand the brand depth and ROI of marketing programs. In her recent efforts, she assisted with the corporate rebranding initiative and establishing cohesive marketing efforts across multiple product lines.

Contact Kate Orbeck

Phone: 320-252-0234 ext. 152

Fax: 320-252-1144

E-mail: kate.orbeck@osas.com

LinkedIn: www.linkedin.com/in/kateorbeck

