



Kate Orbeck, *ProcessPro Marketing Manager*

Kate develops and implements the marketing strategy for ProcessPro Software. As ProcessPro's Marketing Manager, she oversees brand management, website enhancements, social media efforts, public relations, and is the voice of customer initiatives. Kate also leads the event planning efforts for the yearly Connect User Conference. She has a passion for clearly defining objectives in order to see the vision of the project come to life! On a day-to-day basis Kate works with our Business Development and Sales team to help shape their go-to-market strategies and assist with their marketing needs.

Equipped with over 5 years in business-to-business marketing, Kate's greatest strengths are her creativity, drive, and leadership. She thrives on challenges, particularly those that expand ProcessPro's brand depth. In her recent efforts, she assisted with the rebranding initiative, which included a new logo and website, and establishing a video marketing and content strategy for ProcessPro.

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

On the Personal Side

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

Contact Kate Orbeck

Phone: 320-252-0234

Fax: 320-252-1144

E-mail: kmo@processproerp.com

LinkedIn: [www.linkedin.com/
in/kateorbeck](http://www.linkedin.com/in/kateorbeck)

Learn More About ProcessPro

info@ProcessProERP.com

www.ProcessProERP.com

Toll Free: 800-457-3548

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