

5th Annual Oneida
**SOCIAL MEDIA
WORKSHOP**



JOAN MALCHESKI - Keynote Speaker

Perspective, thoughts with a pulse and fresh delivery light her professional world. With 15 years of agency, marketing and branding experience, Malcheski has directed multiple plans to both business to business and business to consumer clients – with the drive and vigor to understand and market products as diverse as disposable paper products to unmanned ground vehicles.

She served a dual role with the Packers as the Director of Packers Media Group (Digital) and Brand Engagement for 5+ years. Through this effort with the Digital team, she helped develop and oversee the content strategy. These strategies helped the team to optimize one of the top-ranked digital teams in the NFL. The content included all social and web portals through various Packers and digital properties including directing www.packers.com, www.packerseverywhere.com, and print publications Packers Yearbook and Gameday programs. She also was on the front-end of developing the newly-formed broadcast division for the Packers.

Director of Brand and Marketing has become her current role with the team and is truly her passion. Through this new area, she aims to deliver impactful strategies, layouts and campaigns that inspire forward thinking and encourage various audiences to take actions. Her goal is to heighten and strengthen engagement with one of the most popular fan bases in the professional sports world. She helps connect Packers' fans with the team both through reach and depth of message and interaction. The core focus of the department includes business intelligence, research, fan clubs, a robust email database, Packers Everywhere (social, web, and on-site drivers) and overseeing the creative department.

Malcheski has helped on various group initiatives including the most recent Green Bay Packers stock sale (yielding more than 269,000 sold shares) and updating the company mission, vision and core values. Internally, she serves on the Technology, Signage, Staff Development and FEED (Fan Experience Enhanced Digitally) committees.

Her love of the community lends itself to countless pro bono causes: Friends of Haiti, CP Center, Ladies of Lambeau, and the American Red Cross. She visited Haiti after the devastating earthquake, focusing her work in the areas of Grand Boulage - a very poor mountain village.

As a Wisconsin native, Malcheski is proud of her roots. She grew up on a dairy farm and is appreciative that she doesn't have to 'pick stones' anymore. And if you don't know what that means, you'll have to seek out a farmer for the true nature of that job!

Malcheski will graduate in December, 2016 with her MBA from the University of Wisconsin-Oshkosh and recently finished a substantial tour of China and South Korea as part of her studies.

