

Beth A. Babione Hensley, MBA



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Biographie Exécutive

Beth A. Babione Hensley, MBA, is an accomplished executive marketing and communications leader with nearly four decades of experience helping organizations strengthen their brands, expand community engagement, and communicate their missions more effectively. Her career spans the nonprofit, education, healthcare, corporate, and public sectors, where she has consistently combined strategic vision with practical execution to build meaningful connections between organizations and the audiences they serve.

Throughout her career, Beth has developed a reputation for creating integrated marketing strategies that align organizational goals with measurable outcomes. Her expertise includes strategic communications, brand development, digital marketing, media relations, reputation management, community engagement, public relations, stakeholder communications, and executive leadership. She is recognized for her ability to translate complex organizational objectives into clear, compelling, and results-driven communication strategies.

As Vice President of Marketing and Communications for United Way of Greater Stark County, Beth provides executive leadership for all marketing and communications initiatives across the organization. She oversees strategic branding, digital communications, budget management, media relations, and organizational messaging while helping leadership teams improve efficiency through the implementation of the Entrepreneurial Operating System (EOS). During her tenure, she successfully led a comprehensive organizational rebranding initiative and directed the redesign and relaunch of the organization's website.

Beth has also demonstrated exceptional expertise in digital engagement and audience growth. Through innovative marketing strategies that incorporated advanced targeting techniques, including geofencing, email mapping, and audience segmentation, she helped increase organizational engagement significantly and expanded the organization's digital reach by more than 150,000 followers within a 12-month period. Her ability to combine traditional communications with emerging marketing technologies has become one of the defining strengths of her leadership approach.

Before joining United Way, Beth served as the Statewide Marketing and Outreach Coordinator for the Educational Service Center of Northeast Ohio, where she directed statewide marketing initiatives for the Help Me Grow program. In this role, she collaborated with outreach teams across eight Ohio regions, supported more than 40,000 annual referrals, managed significant advertising investments, and developed partnerships with healthcare, education, and therapy professionals throughout the state. Her work strengthened communication efforts across multiple stakeholder groups while improving statewide program visibility and community awareness.

Her earlier leadership roles further expanded her expertise across healthcare, nonprofit development, corporate communications, fundraising, media relations, and brand management. As Director of Marketing and Corporate Communications at Hattie Larlham, Beth led communications initiatives across multiple agencies, increased website engagement, strengthened organizational branding, and supported a major capital campaign that achieved substantial fundraising success. Earlier positions at Humility of Mary Housing, Aris Horticulture, Nestlé, and Lake Metroparks provided additional experience in public relations, marketing operations, event promotion, fundraising communications, community relations, and strategic brand development.

In addition to her executive leadership experience, Beth has made significant contributions to higher education. She served for more than 15 years as an Adjunct Professor at West Virginia University, teaching public relations and communications courses while helping develop future communications professionals. She also taught business and communications courses at Mohave Community College and Stark State College, combining practical industry experience with academic instruction.

Beth earned a Master of Business Administration from Ashland University and a Bachelor of Arts in Communications from Ursuline College. Her educational background, combined with decades of professional leadership, has given her a unique ability to bridge business strategy with effective communication.

What distinguishes Beth as an executive leader is her ability to balance strategic thinking with authentic storytelling. She understands that successful organizations are built not only through strong operational performance but also through meaningful relationships, trusted communication, and a clearly defined brand identity. Her leadership philosophy emphasizes collaboration, innovation, continuous improvement, and mission-driven communication that creates lasting impact.

Today, Beth continues to leverage her extensive experience to help organizations strengthen their visibility, deepen stakeholder engagement, and position themselves for sustainable growth. Her career reflects a consistent commitment to leadership, communication excellence, and the belief that powerful stories have the ability to inspire action, build communities, and transform organizations.