FOR IMMEDIATE RELEASE  
Aug. 10, 2018

Media contact: Andrew Aldrich

410-654-0000, ext. 7

410-259-9695 (cell)

[andrew@bonnieheneson.com](mailto:andrew@bonnieheneson.com)

**25th annual Women of Excellence speaker announced**

BALTIMORE—Executive Alliance, which promotes the advancement of women in professional and executive roles, announced Beth Comstock as the keynote speaker for the organization’s 25th annual Women of Excellence event to be held on Tuesday, Oct. 30, from 5:30 to 9 p.m. at Martin’s West with the theme “Celebrating 25 Years: The Power of Change.”

Comstock is the former vice chair and chief marketing officer of General Electric. At GE, Comstock led business innovation and change initiatives, which inspired her book, “Imagine It Forward: Courage, Creativity, and the Power of Change,” scheduled for release in September. She shares her 25-year effort to create change at every level of business and presents the challenges, opportunities, tools and practices needed to embrace change.

Comstock built GE’s Business Innovations unit and GE Ventures, which develops new businesses, and she oversaw the reinvention of GE Lighting. Previously, she served as president of integrated media at NBC Universal, overseeing ad revenue and the company’s digital efforts, including the early formation of video-on-demand service Hulu.

She is a corporate director of Nike, trustee of the National Geographic Society and former board president of the Cooper Hewitt, Smithsonian Design Museum. Comstock has been named to the Fortune and Forbes lists of the world’s most powerful women.

Event proceeds support the educational and charitable activities of Executive Alliance. Tickets cost $125 per person or $110 before Sept. 15. For more information, registration or sponsorship opportunities, visit [www.executivealliance.org](http://www.executivealliance.org) or call Alice Blayne-Allard at 410-929-4026.

**Executive Alliance** ([www.executivealliance.org](http://www.executivealliance.org)) is a statewide not-for-profit organization in Maryland composed of professional executive women. The organization initiates, supports and engages in activities to promote the advancement of women in professional and executive positions. Executive Alliance promotes the placement of women on corporate boards and educates the public on the benefits of having women in decision-making positions. Members serve as role models and mentors to women seeking to advance their careers.

###