



## Mark O'Donoghue

*Vice President of Marketing*

*U.S. Retirement & Benefits Partners*

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Mark joined U.S. Retirement & Benefits Partners (USRBP) in October 2022 as Vice President of Marketing. In his role Mark is responsible for developing and executing a clearly defined marketing strategy that accelerates the company's growth goals. This includes planning, organizing, staffing, training, and managing all marketing functions to achieve USRBP's objectives of sales, growth, profitability, and brand visibility.

Recognized for creating company growth and building high-performance teams, Mark has extensive experience in global marketing and corporate communications, holding positions in Europe prior to relocating to the United States in 2004. Most recently, Mark served as the Vice President of Marketing and Communications for Public Partnerships, LLC, and before that as Director of Global Marketing for Jabil Corporation, both based in Massachusetts. Previously, he spent 17 years at Avery Dennison Corporation, both in Europe and the U.S., where he was promoted to Director of Global Marketing Communications. His many accomplishments include transforming marketing strategies that have consistently resulted in increased brand awareness and revenue growth.

Mark obtained his Bachelor of Arts in Business from the UK's University of Humberside (now Lincoln). He received his Master of Business Administration from Webster University in Leiden, The Netherlands. He resides with his wife and daughter in Natick, Massachusetts.