

Bess Spaeth - Senior Vice President, Global Brand Media & Experiences American Express



As Senior Vice President, Global Brand Media & Experiences, Bess Spaeth leads American Express' worldwide marketing programs to drive demand for the brand and its products and services. She leads a team that manages American Express' global media planning and buying strategies, industry-defining sponsorships and experiential marketing programs, and all digital product and platform development across the Global Advertising and Brand Management Division.

Bess has held numerous marketing and leadership positions across the American Express U.S. and International Card businesses, including the Delta and Starwood Consumer Card portfolios, International

Lending products, and International digital acquisition. She also served as Vice President of Strategy and Planning for American Express' Vice Chairman and President and Chief Marketing Officer John Hayes. Bess played an instrumental role in the creative execution for American Express' new global brand platform, "Powerful Backing: Don't Do Business / Live Life Without It." The platform launched in 48 countries across the globe. She is also the Co-Executive Lead of the PRIDE Colleague Network.