



VCU Brandcenter Friday Forum

Sept. 26th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Marti Beller

Founder & CEO / PlanG



For the last 20 years, Marti's passion for inspiring relationships between consumers and brands has been the catalyst for many of the largest loyalty and rewards programs we know and use today. Global brands, like Wells Fargo, Delta Airlines, General Motors and Visa, have called upon Marti's expertise to design and execute engagement strategies that create the opportunity for enduring brand loyalty.

After spending more than a decade working with the top credit card issuers, hoteliers and airlines in the world, Marti turned her focus away from traditional rewards programs and focused her attention on helping brands and consumers connect around the causes they care about most.

Jumping mid-career from corporate America to become an entrepreneur, Marti co-founded PlanG. Her goal is to embed giving into everyday life so that individuals can realize their potential to make a meaningful impact on the world. PlanG has been recognized for numerous awards as a startup. However, Marti is most proud of the thousands of individuals and nonprofits that have benefited from the programs they have launched with iconic brands like Gap, Zappos, The Wall Street Journal and others.

Topic / The Power of Intention

Descriptor / On June 1st 2014, I tripped on the sidewalk and literally fell on my face. I did not break my fall prior to my chin hitting the cement. As a result I broke my jaw where it attaches to my skull. I had my jaw wired shut for over 10 weeks. I am one of the most communicative people I know, out of choice and out of necessity. Those 10 weeks revealed something to me that finally answered the questions around how I became president of a company at 30 and a funded entrepreneur at 42. I hope the messy, emotional, non-traditional story around my career creates never-ending hope that whatever you want is 100% in your own hands.