Tressie Lieberman
Director, Digital Marketing and Platforms
Taco Bell

Tressie joined Taco Bell as the Director, Digital Marketing and Platforms in January 2012. She is extremely passionate about connecting with consumers in new ways, and she is on a mission to make Taco Bell the most relevant brand in the digital space. In her time with Taco Bell, she has moved the brand from talking as a corporation to conversing as a friend across social channels, driving tremendous growth not only in community numbers but more importantly with true engagement.

From exploring firsts for the brand such as delivering secrets through Snapchat to launching the first crowd-sourced rockumentary at SXSW, Tressie relentlessly searches for opportunities to innovate and engage in ways that exceed fan expectations. She led the roll-out of the Taco Bell newsroom, which began as a test during the Cool Ranch Doritos Locos Tacos campaign and has since expanded to a new way of working cross-functionally.