



Patricia McGloin is a global marketing executive who is best known for her leadership in the areas of strategic positioning, branding, go-to-market planning and execution. Pat inspires teams to peak performance and develops innovative, high impact programs for organizations of various sizes. Early in her career, she co-founded a specialized book publishing company, and has maintained that entrepreneurial spirit in her leadership roles in Fortune 100 companies such as Digital Equipment Corporation. Most recently, Pat was Director of Marketing and Communications at IBM. Pat's Harvard education included a major in Social Studies with a focus on International Political Economy. As an aspiring marine biologist, she majored in math and biology in her previous studies. Pat currently chairs the Marketing Committee for WEST.