



Jeneanne Ballos **Digital River Media**

Jeneanne is an accomplished, results-driven Leader of Operations, Services, and Project Management with multi-industry expertise in directing cross-functional teams to plan and deliver large, highly complex projects, programs, and new technology solutions to clients in diverse industries.

Jeneanne thrives on making complex technological topics accessible and even enjoyable for non-technical audiences. She believes Artificial Intelligence (AI) is the next frontier, with the potential to disrupt almost every industry and impact every career field and every person. While this technology is certainly still in the nascent stage, Jeneanne is committed to ongoing discovery, and keeping up with AI technology developments via webinars, articles, books, and online discussions. She expanded her learning this summer when she attended the Marketing Artificial Intelligence Conference (MAICON) in Cleveland.

As COO of Digital River Media, a digital marketing agency headquartered in Cleveland, she collaborates with a team that is actively experimenting with generative AI in its video and audio storytelling and striving to deliver AI thought leadership in the marketplace.

Jeneanne was recently a co-presenter at Content Marketing World, which is the industry's largest gathering of content marketing professionals. She has also been a guest on several marketing-related podcasts.

Jeneanne is a Board Member of the YWCA Canton. She also volunteers as a baker of birthday cakes and other treats for Hospice patients. Jeneanne has been a member of Women's Impact, Inc. for nearly two years and is part of the golf league.

In her spare time, Jeneanne loves to play soccer, work out at Summer's Fitness, work in her native plant garden, and spend time with her family.