

Beth Marcello
Director, Women's Business Development
PNC Bank

Beth Marcello, director of Women's Business Development for PNC, has a one-of-a-kind job. Across PNC's 19-state branch footprint, she supports the success of women who own or run businesses by helping their bankers better understand what's important to them. Under her leadership, the bank's corps of PNC-Certified Women's Business Advocates has increased to nearly 1,500 men and women – growing 30% in 2014 alone.

Advocating for women in business is a role that comes naturally to Beth: Before joining the bank nine years ago, she was president of PRwriting, Inc., a Pittsburgh-based firm that for 20 years provided communications expertise to numerous companies and nonprofits. Her impassioned support for women's leadership is evident in her extracurricular activities as well. Beth chairs the Pittsburgh Regional Board of the multi-generational mentoring organization Strong Women, Strong Girls and is past chair of the Pittsburgh Athena Awards, one of Athena International's largest annual award programs. She is also a board member of the Women Presidents' Organization, City Theatre and the Birmingham Foundation, and an adjunct professor at the University of Pittsburgh. She holds a bachelor's degree in Journalism & Communications from Point Park University.