

## Donetta Colboch – Vice President of Marketing

As Vice President of Marketing, Colboch is responsible for building the NewTek brand through integrated marketing activities that increase global market penetration, drive customer growth and revenue performance. Colboch joined NewTek in 1990 and has provided marketing leadership through many of the company's milestones including Video Toaster, LightWave 3D, TriCaster and the latest move into IP video production solutions. Prior to assuming the role as Vice President of Marketing, Colboch most recently served as the Senior Director of Global Demand Generation and Marketing Operations. In this role, Colboch implemented marketing automation and integrated digital marketing campaigns for the company.

Before joining NewTek, Colboch worked in the television and radio broadcast industry as a commercial producer and director, in addition to working several years in the advertising agency business. Colboch has a Bachelor of Arts Degree from Kansas State University in Broadcast Media.