



Beth LaBreche

Beth is CEO at LaBreche, leading the vision of the agency, and working with clients specifically on communications strategy, global messaging management and crisis communications.

Beth enjoys exploring and pushing new boundaries in communications, declaring a day to be worthwhile only when “her brain hurts” on the way home. Beth has the critical ability to grasp the essence of a client’s company and translate it into authentic and relevant brand messages. Because Beth has always been an entrepreneur herself, she connects with clients who have business challenges to solve and opportunities to realize.

Beth combines her communications expertise and business acumen in her leadership positions with organizations important to both her industry and business community, such as Public Relations Organization International (PROI), in which LaBreche is a partner office, Minneapolis Regional Chamber of Commerce, Minnesota Women’s Economic Roundtable, Hamline University School of Business and Big Brothers Big Sisters, for which she serves on the boards of directors.

Beth is a graduate of the School of Journalism at the University of Minnesota, where she has served as the president of its alumni board. She has been recognized with both the Most Influential Women in Business and Forty Under 40 awards by the local Business Journal, is a recipient of the Emerging Business Owner of the Year Award from the National Association of Women Business Owners, is an alumnus of Notable achievement of the College of Liberal Arts at the University and is one of the inaugural 25 Wise Women of the Twin Cities within the Deloitte Wise Women program. In 2000, LaBreche and her team won the prestigious U.S. Chamber of Commerce Blue Chip Initiative Enterprise Initiative Award.

Hometown: Minneapolis, Minn.

Birthday: December 15

Fascinating family fact:

My daughter is 8 and has never had a hair cut – apologies to our client, Great Clips!

My daily media fix:

CNN, HBR

Person I admire and why:

My first client, who took a chance on me when I was 23.

Farthest place I’ve traveled:

Beijing

Something you might not know about me otherwise:

I covet the Minnesota hot dish.

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