

Ani Matson, MBA



Ani Matson draws upon more than 20 years of strategy; product and operations experience to lead marketing innovation. A technology leader with a proven track record of getting in front of trends shaping the industry, Ani is constantly on the cutting edge of discovering tools, methodologies and skillsets to be successful.

Ms. Matson is currently the CEO of Digital Marketing Strategies as well as an Adjunct Professor of Marketing at the Robert H. Smith School of Business at the University of Maryland.

In her career Ms. Matson, has served in a broad range of leadership positions that cut across, strategy, marketing, digital, product and business development, contact center and field team integration – affording her with an unconventional perspective that extends beyond traditional marketing. Past roles include executive positions at the National Education Association’s Member Benefits Corporation, Worldwide ERC and The McGraw Hill Companies. She is an accomplished entrepreneur having launched, managed and successfully sold a publishing company before turning 30.

Ms. Matson is multilingual having worked internationally and, in the US, to lead successful implementation of marketing strategies across different industries spanning from financial services, retail, and publishing.

Ms. Matson speaks frequently at various industry events on topics varying from customer centricity, multichannel expansion, and key trends to watch for in the future. She lectures and leads a case study on International Business Expansion at the University of Maryland Robert H. Smith School of Business.

An avid learner, Ms. Matson received a BA in International Relations from Clark University, an MBA from the Robert H. Smith School of Business at the University of Maryland, a Strategic Marketing Management (SMM) Certificate from Harvard Business School, and an Executive Data Science Specialization from The Johns Hopkins University.