



Becca Fieler

Marketing Manager, Thomson Reuters Tax & Accounting

Becca manages demand gen and digital marketing for a few product lines in addition to the social media marketing strategy within the Tax and Accounting business of Thomson Reuters.

She utilizes her supplemental skills in graphic design, copywriting and business process improvement to improve the company's go-to-market plans. Cross-trained in psychology, she incorporates her understanding of human behavior into demand generation, sales enablement, customer retention, social media and other communication programs she collaborates on.

Becca has called three countries on three continents home at one time or another and has visited nearly 30 countries spanning four continents. In her free time, she enjoys playing with her two rescue dogs, painting, drawing, swimming, traveling, gardening, biking and rowing.

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