

Tyrona Heath

Marketing Strategist, B2b Thinker, Growth Advocate

Tyrona Heath is Global Director of Go-to-Market Strategy and Co-Founder of The B2B Institute at LinkedIn, a think tank studying the future of B2B marketing and decision-making. An award-winning marketer, author, and two-time Olympic Trials qualifier in the 800 meters, Ty translates evidence-based research into practical frameworks that build memorable, effective brands.

With marketing experience at Google, IBM, and as founder of her own consulting practice, Ty has educated thousands of marketers worldwide. She collaborates with leading marketing effectiveness organizations including Cannes Lions, the IPA, Ehrenberg-Bass Institute, and the ANA to drive the industry forward. Ty serves on the Board of Directors for the American Advertising Federation and as an Adobe Insider.

She is the author of "Marketers of Tomorrow: A Step-by-Step Toolkit for Inbound Marketing."

A two-time Olympic Trials qualifier in the 800 meters, Ty applies the same evidence-based, disciplined approach to marketing strategy that she brought to elite competition.

Clients

Cannes Lions | Adobe Summit | Adweek | ADCOLOR Conference (2023 ADCOLOR in Tech Award Winner)

POINT OF CONTACT



SPEAKING TOPICS

- Marketing Effectiveness
- Leadership & The Future of Work

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2025 B2B Trends for the Contrarian Marketer

– INBOUND25

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