Direct. Funny. And Willing to Share the Successful Secrets She’s Learned.

With 30 years’ experience in consumer product and event marketing, the SVP for Cabot Creamery Cooperative of Vermont brings her heart and ideas to the podium or microphone.

Before settling in Vermont to raise her family on a beef farm, Berta gained a national reputation for her marketing contributions to such prestigious organizations as the San Francisco Opera, Ford Foundation, CBS, American Express and the Vietnam Veterans’ Memorial. In 1984, her talents attracted the attention of Vermont Governor Madeleine Kunin, who recruited Berta to become the state’s first marketing director.

As Cabot’s marketing chief, Berta has helped turn the farm family owned dairy cooperative into a national player through creative, award-winning and occasionally over-the-top campaigns. Her promotions, including Vermont’s woodmakers, resorts, historical societies and businesses – taking them wherever Cabot grows – earned her the Governor’s first-ever Marketing Vision Award.

She’s the first one to admit her job is made easy by the fact that Cabot has won every major award for taste, including repeat wins as the World’s Best Cheddar at the World Championship Cheese Contest and Grand Champion of the American Cheese Society.

Berta has chaired the marketing committees for the National Cheese Institute and the National Cooperative Business Association. Proof positive Berta plays well with the big boys. And still takes time to volunteer for Hospice.

Circling the globe as an Army brat added a worldly perspective to her down home charm and dynamic personality that has served her well. She authored the definitive book on finding four-leaf clovers and is a master palm-reader. She also advocates for saving America’s farms and champions cooperatives, credit unions and B Corp certification as our country’s better business model.

Honoring what she calls “Cabot Karma,” which she gratefully acknowledges in all promotions, Berta knows her facts and delivers them on-air or in person with engaging TRUTHS without being overly commercial.

• Take advantage of your cooperative structure in marketing.
• What role should you play for yourself or your company in the social media evolution?
• How gratitude underlies every successful promotion?
• What do volunteers and cheese have in common?
• Marketing 101: What should every business do to keep ahead.

“Roberta is such a treasure! She is a compelling speaker and really understands the unique advantages of cooperative businesses. She conveys the benefits cooperatives gain by working with each other and knowing their members.” Richard Dines, Credit Union National Association

“No one engages an audience better than Roberta MacDonald. She is funny so people listen; she is clear so people understand; and she is thoughtful so people leave enriched. I’ve seen her in front of diverse audiences, each of which was laughing, nodding, and scribbling notes the entire time. When the B Corp community needs a compelling speaker, B Lab checks Roberta’s availability first.” Jay Coen Gilbert, Co-founder, B Lab

“Roberta is authentic. She connects with her audience and is sincere in her interviews. We are never disappointed.” Anson Tebbetts, News Director, WCAX CBS

“Philadelphians are known for their no holds-barred attitude, and of course, our Rocky spirit! As a native Philadelphian, I greatly admire my Vermont friend Roberta MacDonald’s authenticity. She doesn’t have to pull any punches because she lives, eats and breathes her mission! Smart, funny and always straight-forward -- let’s call it Moxie.” Marilyn Russell, Host, The 95.7 BEN FM Morning