

MEDIA ALERT

Ricoh VP of Strategic Marketing Terrie Campbell to present at 23rd Annual Dynamic Women in Business Conference at Harvard Business School

Campbell will offer views on marketing strategy in a digital age

WHO: [Ricoh Americas Corporation](#) VP of Strategic Marketing Terrie Campbell will present at the 23rd [Annual Dynamic Women in Business Conference](#) at Harvard Business School.

Terrie Campbell is a veteran of the document and information technology industry with a focus on designing solutions that enable customers to have more effective and secure use of critical business information. Campbell is a frequent speaker on the challenges of generational workforce behavior, mobile and remote user collaboration, secure data access and shifting corporate dynamics. She was a speaker at last year's Dynamic Women in Business Conference event at Harvard Business School presenting on specific skill sets needed to attain high-level management positions.

WHAT: **Strategic Marketing in the Digital Era**

A panel investigating the ways in which marketing strategy has had to adapt to media/digital developments in both B2B and B2C companies. How can companies do it well, and how have their strategies changed (have B2B companies changed at all)? The panel will also discuss what defines a successful social media strategy.

WHERE: Spangler Building, Williams Room, Harvard Business School, Soldiers Field Park and N. Harvard St., Boston, MA

WHEN: Saturday, Feb. 22, 2014 from 2:30 – 3:30 p.m. EST

To register for the conference please visit [here](#).

For details on Ricoh's full line of products, services and solutions, please visit <http://www.ricoh-usa.com>.

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| About Ricoh |

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions. In the financial year ending March 2013, Ricoh Group had worldwide sales of 1,924 billion yen (approx. 20 billion USD).

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, imagine. change., Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit www.ricoh.com/about/.

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