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iTradeNetwork names Bianca Buckridee product marketing VP

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iTradeNetwork, the global provider of supply chain management solutions for the food and beverage industry, announced Bianca Buckridee as its new vice president of product marketing.



Prior to joining iTradeNetwork, Buckridee worked for Blue Yonder, BMC Software, The Thomas and Stacey Siebel Foundation, JPMorgan Chase & Co. and SunTrust Banks in progressively responsible customer service operations and product marketing roles. She holds a bachelor's degree in communications from Southeastern University.

In her new role, Buckridee will be responsible for building and scaling the product marketing function, especially how teams interface with product positioning and messaging. She plans to embed storytelling into iTradeNetwork's DNA to share diverse and meaningful perspectives.

"Product marketing is vital to enabling sales and accelerating adoption," said Buckridee. "We are the connective tissue across the organization. We have an incredibly strong mission here at iTradeNetwork, and I hope to give a voice to all of our users across their journey with us."

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