



Kristen Cho

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Kristen Cho is the VP of Marketing at SpotHero, the nation's leading parking reservation service. At SpotHero, Kristen sits on the executive team and oversees the start-up's marketing strategy and execution. Kristen leads user acquisition and retention across digital and offline media channels as well as oversees brand and B2B marketing. Prior to SpotHero, Kristen was VP/Director of Performance Media and Search Marketing at DigitasLBi. She graduated with a B.A. in Chinese and English from Williams College.