

# Eileen Canady

Director, Global Marketing

BST Global

Eileen Canady is the director of global marketing for BST Global whose focus is to develop sales and marketing strategies that will maximize revenue and promote products of their clients. BST Global assists companies with branding, their mission and vision. It is a top digital provider in the AEC market.

Bringing twenty-five (25) years of marketing experience, Eileen, was the former Senior Vice President, of global marketing for Sykes Enterprises, Incorporated, from 2015-2019. During her tenure she created a global social media strategy that improved the company’s digital presence by 200%.

She is a graduate of the University of Delaware with a Bachelor of Arts in English with an emphasis in Business and Technical Writing and received an MBA in Finance and Marketing from the University of Tampa.