

# Ben Bentzin

Lecturer, Department of Marketing at The University of Texas at Austin, McCombs School of Business  
Austin, TX, US

An experienced educator and entrepreneur.

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## Description

Ben Bentzin is a lecturer in the Department of Marketing and co-founder/CEO of Interactive Health Technologies, LLC, (www.ihntusa.com), an Austin company offering digital technologies for assessing physical fitness and motivating children and adults to self-manage their wellness. In his previous ten-year career as a Dell Inc. executive, Ben Bentzin had various responsibilities for marketing, product development and e-commerce, including heading marketing for Dell's consumer/small business division, product marketing for Dell Dimension and Dell Latitude brand computers, and development of business to business e-commerce.

As a community leader, Ben serves on the board of Austin public radio stations KUT/KUTX and is an adult leader for Boy Scout Troop 990.

Ben Bentzin holds an M.B.A in marketing and strategic management from the Wharton School at the University Of Pennsylvania and a B.S. in Finance from Arizona State University.

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## Availability

Keynote, Moderator, Panelist

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## Industry Expertise

Training and Development, Social Media, Program Development, Business Services,  
Advertising/Marketing

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## Topics

Marketing, Non-Profit Strategy, Pricing , Entrepreneurship, Strategic Management, Technology Marketing, Social Media Marketing, E-Commerce, Online Marketing, Political Marketing, B2B (business-to-business), Business-to-Business Marketing

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## Affiliations

Interactive Health Technologies, LLC. : Co-Founder and CEO, Dell Inc., KUT/KUTX Austin Public Radio:  
Advisory Board

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## Past Talks

### Hot Topics in Business

5th Annual Alumni Business Conference

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## **Education**

**University of Pennsylvania - The Wharton School**  
MBA. Marketing and Strategic Management

**Arizona State University - W.P. Carey School of Business**  
B.Sc. Finance

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## **Testimonials**

**David Wenger**

Ben Bentzin is quotable, knowledgeable on a vast array of topics, and always current on the issues that impact brand and digital marketing.

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