**Betsy Hickman**  
Communications & Membership Director  
Field to Market: The Alliance for Sustainable Agriculture

Betsy oversees all branding, public relations and membership development for Field to Market. She is responsible for developing communication strategies that help advance the Alliance's efforts to catalyze broad impact by communicating the mission and vision of Field to Market among members, stakeholders and the general public. Betsy also leads outreach and engagement, as well as new member development. Prior to joining Field to Market, Betsy led communications for World Wildlife Fund’s global sustainability partnerships with multinational corporations like The Coca-Cola Company, McDonald’s, and Procter & Gamble. Earlier in her career, she served as marketing director for a boutique publishing house, director of media relations for an investor relations firm and art director in an advertising agency. She holds a bachelor’s degree in business communications from Calvin College in Grand Rapids, Michigan.