



Beth Sherman serves as Director of Marketing & Client Solutions for Cox Media Virginia. In this role, she is responsible for leading a team of marketing professionals equipped to increase brand awareness and influence customers by utilizing the best in television and digital advertising. Beth accepted this new role and relocated to the Hampton Roads region last year.

Prior to this, Beth spent a decade with Cox Business where she led the dedicated team that provided customized telecommunications services and business solutions including cloud technology to a diverse portfolio of businesses in the Roanoke Valley. Beth and her team also worked tirelessly throughout the beginning of the pandemic ensuring businesses and schools were connected and could more easily make the

transition to work from school/home. Prior to her role in Cox Business, she served sixteen years with Cox Media in various locations along the East Coast, ultimately serving as General Manager in Roanoke from 2007 to 2009.

With nearly 30 years of leadership and sales experience, Beth is an innovative and strategic thinker driving bottom line growth with a results-driven team. During her impressive tenure at Cox, Beth earned several awards including Sales Manager of the Year twice, and the Winner's Circle award for her team's performance in 2016.

As an active member of the community, Beth has been engaged with numerous boards and organizations. She served as chairman of the board for Downtown Roanoke Inc and was a member of the board for the Roanoke Blacksburg Technology Council. She is currently on the board for Roanoke Foundation for Downtown. Additionally, she is a member of Women in Cable Telecommunications, NAMIC (National Association for Multi-Ethnicity).

A native of Wise, Virginia, Beth holds a Bachelors of Art in communications from Emory and Henry College. She now resides in Chesapeake with her husband, Ed. She has three adult children, Marianne (& John) Rose, Eddie Sherman (Cheyenne) and Olivia Sherman. She has two grandsons, Abbott & Eli Rose.