

Joan Benson
Director Nonprofit Industry Marketing
Sage Intacct

Joan Benson has 20+ years of combined experience in technology, publishing and consumer products. As director of nonprofit industry marketing for Sage Intacct, Joan focuses on understanding the needs of nonprofit organizations by creating solutions, support, and best practices that help ensure they achieve their mission.

Prior to Sage Intacct, Joan worked as a product marketing manager at Sage Software where she spearheaded product positioning, messaging and launches, and served as the market intelligence expert. She has supported and worked with nonprofits, serving as director of marketing at David C. Cook Publishing and senior product manager at Group Publishing.

Joan holds a Bachelor of Business Administration from Baylor University – Hankamer School of Business. She regularly speaks at nonprofit conferences and events, and contributes articles and white papers on nonprofit best practices.

MaryFrances Pidgeon
Senior Nonprofit Sales Engineer
Sage Intacct

MaryFrances Pidgeon has 15 years of public accounting experience with 10+ years in pre-sales and implementation of financial solutions as well as 5 years as Treasurer of a nonprofit organization.

At Sage Intacct, MaryFrances works with a variety of nonprofit organizations including Associations, Foundations, Faith-based Organization, Health & Human Services, Environmental and NGO Organizations.

MaryFrances holds a Bachelor of Science, Accounting from Centenary University.