BETH GARCIA

Advisory Council, National Women's Shelter Network, Inc.
Vice President of Communications, Mattress Firm

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Austin, TX

Beth Garcia is a seasoned communications executive with more than 20 years of experience shaping brand narratives, driving business transformation and leading high-impact storytelling across industries including retail, media, publishing, home, design and footwear. With a reputation for bold thinking and operational excellence, Beth helps organizations navigate complexity, build cultural relevance and communicate with clarity and purpose.

In her current role at Mattress Firm, the largest specialty mattress retailer in the U.S., Beth leads all internal and external communications as well as the company's social impact program. She has significantly increased message retention, elevated public relations results and steered the company through a seamless acquisition by Tempur Sealy International. Her ability to lead through change, unify stakeholders and create meaningful connections across audiences has made her a trusted advisor to executive leadership.

Widely recognized as a change agent, Beth is particularly skilled in crisis communications, organizational evolution and cross-functional collaboration. She brings a solutions-first mindset and a leadership style that is both direct and approachable—earning her the loyalty of her teams and the confidence of her peers. Her work consistently delivers measurable impact, brand strength and aligned, energized teams.

Before joining Mattress Firm, Beth was a senior leader at Carmichael Lynch Relate, where she led the agency's home and design practice and media relations team. During her tenure, she helped drive 23% revenue growth, secured new business and led successful campaigns for brands including Sunbrella, Sherwin-Williams, Marvin, Art.com, Formica and Big Lots.

Earlier in her career, Beth held leadership roles at M&C Saatchi and Goodman Media International where she helped amplify some of the world's most iconic brands.

A graduate of the University of Iowa with a B.A. in Journalism, Beth lives in Austin, Texas with her husband and three daughters. She is an active volunteer through the National Charity

League and other local organizations. Outside of work, she enjoys running, Pilates, the theater and traveling with her family.