

PROFESSIONAL EXPERTISE

A seasoned and savvy expert on crisis communications, issues management, engagement marketing and brand building with more than two decades experience in corporate and higher education organizations.

Areas of Expertise:

Crisis and Issues Management	Marketing (traditional, digital)	Exceptional Writer and Speaker
Positioning and Brand Strategy	Media Relations	External Affairs and PR
Messaging Strategy	Content Creation (websites, SM)	Community Relations

SIGNATURE ACHIEVEMENTS

- ✓ Proactively led and mitigated more than two dozen major media/issues scenarios with reputational or legal impact for Gordon College that generated local, national or international media attention. Crafted messaging (successfully incorporated in media stories) and neutralized potentially negative coverage on stories not properly sourced by reporters. Choreographed related internal stakeholder messaging and community relations.
- ✓ Led external media and internal communications strategy and execution for Gordon College with senior leadership and legal team during five-year lawsuit that reached the U.S. Supreme Court in 2022.
- ✓ Created strategic metanarratives designed to positively frame and help educate internal and external constituents on Gordon's 2018 budget and academic programs prioritization process (*Gordon's Next Chapter*) and 2020 tuition price reset (*The Gordon Game Change: Excellence Should Be Affordable.*)
- ✓ Conceived and implemented two major brand storylines and supporting multimedia marketing rollout for stakeholder audiences: *Lives Worth Leading*® in 2012 (which coincided with two consecutive years of record enrollment growth), and *Better Prepared for a Greater Purpose*, introduced in 2018 in response to Gen Z target research and a reimagined approach to student career preparation.
- ✓ At Boston College, developed core messaging, talking points for senior administrators, and materials to support Boston College's \$1.5 billion capital campaign launched publicly in October 2008.
- ✓ Developed creative strategy and content for *The Neenan Challenge*, a Boston College fundraising participation challenge named for a popular educator at the College that set a new BC alumni participation record in 2009 and raised an additional \$1 million for student financial aid.
- ✓ Coordinated social media strategy across three major platforms to build awareness and support for Boston College's advancement activities and messaging.
- ✓ As the Chief Communications Officer for Cornell University's business school, rebuilt the public relations and media relations programs, increasing overall visibility in targeted national media by 50% in a three-year period.
- ✓ Defined, introduced and managed the brand identity – *Real Impact*®— for Cornell University's Johnson School during a period in which MBA applications rose 40% in two years and the school received straight A's in *Business Weeks's* influential B-school ranking.
- ✓ Built two high performance marketing and communications departments at both Gordon and Cornell—recruiting staff, defining priorities, and communicating mission and goals within the organization to achieve buy-in and support among internal and external stakeholders.

PROFESSIONAL EXPERIENCE

Gordon College, Wenham MA

Vice President for Marketing and External Relations

2010 – 2023

Vice President for Communications and External Affairs

4/2023 – 6/2024

- As VP for Marketing, led the College Creative team (staff of 14 in digital, print, social media and media relations) in setting and executing against brand strategy, and managed supporting vendor relationships.
- Collaborated closely with senior campus leaders in Admissions, Academic Affairs and Advancement to meet annual enrollment and fundraising objectives, including Gordon campus enrollment records for three consecutive years while garnering more than a dozen awards for creative digital, video and multimedia programs.
- Longstanding member of the President's senior leadership team (Cabinet) and designated College spokesperson.
- Actively participated *ex officio* in more than 30 Board of Trustee meetings presenting on issues management and branding strategy, and as a senior staff member of the Admissions and Marketing Committee.
- Directed primary and secondary market research activities to track brand perception, impact of geographic and psychographic data, and competitor intelligence as part of preparation the College's most recent rebrand in 2023.

Boston College, Chestnut Hill MA

2008 – 2009

Executive Director of Marketing and Communications

Office of University Advancement

- Managed a staff of seven, provided marketing and communications programs as well as integrated print and electronic tools to support fundraising and stakeholder engagement efforts for a 200-person Advancement team.
- Created the *Greater Together* brand messaging platform to link participatory giving to BC alumni's strong sense of community and institutional loyalty.

Cornell University, Ithaca NY

2001 – 2008

Director of Marketing

Johnson Graduate School of Management

- As CMO for Cornell's business school, managed a team of seven professionals and marketing budgets of \$1.5 million.
- Directed all aspects of school's marketing and communications—working closely with senior administration, Admissions, Alumni Relations, Development, Career Management Center and student organizations.

Gordon College, Wenham MA

1995 – 2001

Director of Communications

- Serving as the school's first communications director, led all external and internal communications programs directing a department of 10 professionals, including an in-house design and offset printing operation.
- Developed and implemented a new brand position, with new logo and graphic identity and provided crisis communications leadership on two incidents generating national media coverage.

Liberty Mutual, Boston MA

1990 – 1995

Editor, Internal Communications

- Directed strategic planning and all phases of development (with staff of three) for employee publications and corporate communications for a global audience of 30,000 employees.
- Worked regularly with C-level senior management to tie internal communication strategy to annual business goals.

EDUCATION AND PROFESSIONAL MEMBERSHIPS

MS, COMMUNICATIONS | Boston University, Boston, MA

BA, ENGLISH | Gordon College, Wenham, MA

- Association for Independent Colleges and Universities (AICU Mass.)
- The New England Council
- North Shore Chamber of Commerce
- President (three terms), Hamilton-Wenham Rotary Club and a Paul Harris Fellow
- Adjunct Professor, Principles of Branding (Gordon College, 2013 to 2023)
- Past member of American Marketing Association and PRSA