



VICE PRESIDENT FOR UNIVERSITY COMMUNICATIONS AND MARKETING

CARNEGIE MELLON UNIVERSITY

Pittsburgh, Pennsylvania

[Carnegie Mellon University](https://www.cmu.edu)

Carnegie Mellon University

The Aspen Leadership Group is proud to partner with Carnegie Mellon University in the search for a Vice President for University Communications and Marketing.

The Vice President for University Communications and Marketing will conceive of and establish a cohesive, comprehensive, high-level, multidimensional communications strategy and program capable of meeting the institution's objectives and further enhancing its reputation and resources. The Vice President will promote the university's mission and preserve its reputation as an international leader in higher education and research. The Vice President will define and lead a strategic vision for communications that unifies messaging for CMU, supports and furthers the goals of the entire university, including its individual colleges and administrative units, and campuses and locations worldwide. The Vice President for University Communications and Marketing will report to President Farnam Jahanian, and will serve as his principal and trusted advisor on all communications-related matters for CMU, and as a member of the President's senior leadership team.

AREAS OF FOCUS

Partner to the President and University Leadership: The Vice President will serve as a collaborative and responsive partner to the President and university leadership on all communication-related activities, and act as a thought leader whose opinion is eagerly sought after and highly respected. The Vice President will guide and support the President in his capacity as the chief spokesperson of the university. The Vice President will also support other key university leaders by ensuring that they are well briefed on key issues and that they are appropriately involved in communications and marketing activities.

University Communications Leader: The Vice President will conceive of and implement an overarching strategic communications plan that is innovative and progressive, including messaging that extends across all media and vehicles, both nationally and internationally, in ways that appropriately support and reflect the mission, goals, and objectives of the university. The Vice President will collaborate with communications teams from across the university, working towards a thoughtful, energetic, unified, and consistent communications strategy that embraces and leverages the strengths of a CMU model for academic and research units. The ideal candidate is an excellent writer in their own right, and can also motivate and elevate a high standard of excellence across all university communications. The Vice President will also play a leadership role in crisis management planning, including establishing crisis communications policies and procedures, and providing real-time crisis leadership, counsel, and support.

Marketing & Communications Division Leader: The activities of this division are a priority for the President and his leadership team. Significant attention will be devoted to elevating the profile, reputation, and brand of the university via a robustly contemporized brand, communications and marketing strategy. The Vice President will build a culture of collaboration across the university on communications and marketing programs, set goals and measures to define success, and foster transparency and teamwork. The Vice President will lead a fully integrated platform of communications,

marketing, and creative programs, with teams focused on media relations, content, research news, internal communications, social media, marketing, digital, analytics, creative, and visitor experience. The Vice President will also have experience developing and implementing marketing programs and strategies, and experience working with key partners in marketing such as Admissions and Advancement, and a record in building and growing external media relationships to secure positive news coverage for Carnegie Mellon in both national and international outlets.

Inclusive and Diverse Team Leader: The Vice President will incorporate a well-grounded understanding and demonstration of diversity, inclusion, and equity as core values of the institution and the division; engage in a critical assessment of progress toward achieving and maintaining an inclusive culture in which diversity is valued and respected. The Vice President will create and contribute to an environment of openness, candor, and mutual respect that serves as a model university-wide.

COMPETENCIES AND QUALIFICATIONS

It will be integral to the success of the Vice President to be able to understand and appreciate the unique and creative culture of CMU. The successful Vice President will embrace the opportunity to learn and become immersed in the CMU community.

Leadership Communications Ability: Carnegie Mellon University seeks a Vice President for University Communications and Marketing with experience producing well-crafted substantive and cohesive messages for senior leadership, including presidents and C-suite executives, based on and reflecting an institution's strategic goals, communicating them successfully to key audiences, and adapting and adjusting them as appropriate over time. The Vice President must have the ability to manage and anticipate communications needs and brief and guide senior leadership throughout CMU. The Vice President must have the ability to absorb and reflect the tone and content of leadership communications, creating authentic and strategic communications that are aligned with the mission and strategic plans of Carnegie Mellon University.

Comprehensive Strategic Communications Ability: The Vice President for University Communications and Marketing must possess high level strategic and planning skills, a thorough understanding of traditional and emerging media, a strong grasp of best practices in the communications and marketing profession (both inside and outside higher education), and a comprehensive understanding of the interconnectivity of the communications process to integrate and leverage all of the division's competencies from conception through fulfillment. This includes having experience envisioning, developing, and implementing a successful, comprehensive, and holistic communications program across a complex enterprise with multiple constituencies and highly varied audiences, using metrics to monitor growth and external and internal impact.

Management and Leadership Ability: The Vice President for University Communications and Marketing should have a collaborative and collegial disposition with superlative interpersonal skills with an eagerness and ability to engage a diverse set of stakeholders and build strong professional relationships while convening and synthesizing many ideas. The Vice President should have a record of creative and entrepreneurial management with the ability to build, lead, mentor, and motivate staff, as well as the skills needed to encourage change and growth in both people and programs, a strong commitment to personal and professional development, and the ability to build a robust, autonomous, and highly collaborative team.

CARNEGIE MELLON UNIVERSITY

It is an exciting moment to be joining the Carnegie Mellon community. Founded by Andrew Carnegie, Carnegie Mellon University has been a birthplace of innovation since its founding as an engineering and fine arts school in 1900. It has soared to national and international leadership in higher education and research, especially since 1967 when the Carnegie Institute of Technology merged with the Mellon Institute for Industrial Research to form Carnegie Mellon University. CMU made an early commitment to computer science and information technology, where the university continues to advance discovery and impact. CMU is renowned for its blend of technical rigor and creativity, for its commitment to solving real-world problems, and for its strength in interdisciplinary collaboration. Its alumni have earned distinction around the globe—from Nobel Prize and Turing Award recipients to Tony and Oscar winners, from Wall Street investors to Silicon Valley entrepreneurs, and from world-renowned educators to pioneering researchers.

Carnegie Mellon is ranked as 27th among global research universities, according to the *Times Higher Education World University* rankings, 26th in *U.S. News and World Report*, and 20th in *The Wall Street Journal/Times Higher Education U.S. College* rankings. Many of its schools and departments maintain top five national and international rankings.

Beyond its Pittsburgh campus, Carnegie Mellon University's global presence includes campuses in Silicon Valley, Qatar, and Rwanda, and degree-granting locations in Los Angeles, New York City, Washington, DC, Australia, and Portugal, as well as numerous other research and educational partnerships around the world.

CMU's tenth President, Farnam Jahanian, was appointed in 2018. He is a computer scientist, entrepreneur, and academic leader. President Jahanian's priorities include enrichment of the student experience; providing fresh resources for the fine arts; accelerating work in foundational sciences from the application of machine learning and data science; and supporting a broad array of research in technology and the impact of such innovation on humanity.

DIVERSITY, EQUITY, AND INCLUSION

Carnegie Mellon University is a richly varied community, united in the pursuit of excellence. The students, faculty, and staff of Carnegie Mellon University represent all 50 states and over 65 nations, bringing together a wealth of perspectives, identities, backgrounds, and cultures. This diversity is its strength and its obligation, as every community member contributes unique strengths to the education and research that change the world.

In a world that continues to struggle with bias and inequality of opportunity, Carnegie Mellon University strives to better represent the variety of the human condition, and to better support all students, faculty, and staff. As a community devoted to rigorous analysis and creative approaches to real-world problems, CMU has both the tools and the responsibility to address these challenges. It will continue to cultivate a welcoming culture, improve programs, recruit and retain world-class talent, and become a leader and champion for best practices. This is core to its mission.

UNIVERSITY LEADERSHIP



Farnam Jahanian

President

Henry L. Hillman President's Chair

Farnam Jahanian was appointed the tenth President of Carnegie Mellon University by its Board of Trustees in March 2018. He was previously the university's Provost and later served as Interim President from July 2017 to February 2018.

A nationally recognized computer scientist, entrepreneur, public servant, and higher education leader, Jahanian brings to CMU extensive leadership and administrative expertise, not only in advancing research and education within and across disciplines, but also in translating research into technologies and practices that benefit society.

He first joined CMU as Vice President for Research in 2014, where he was responsible for nurturing excellence in research, scholarship, and creative activities. In his role as Provost and Chief Academic Officer from May 2015 to June 2017, Jahanian had broad responsibility for leading CMU's schools, colleges, institutes, and campuses and was instrumental in long-range institutional and academic planning and implementation.

Prior to coming to CMU, Jahanian led the National Science Foundation Directorate for Computer and Information Science and Engineering (CISE) from 2011 to 2014. He guided CISE, with a budget of almost \$900 million, in its mission to advance scientific discovery and engineering innovation through its support of fundamental research. Previously, Jahanian was the Edward S. Davidson Collegiate Professor at the University of Michigan, where he served as chair for Computer Science and Engineering from 2007 to 2011 and as director of the Software Systems Laboratory from 1997 to 2000.

Jahanian has been an active advocate for how basic research can be uniquely central to an innovation ecosystem that drives global competitiveness and addresses national priorities. His highly influential research on internet infrastructure security formed the basis for the internet security company Arbor Networks, which he co-founded in 2001 and where he served as chairman until its acquisition in 2010.

Jahanian serves as chair of the National Research Council's Computer Science and Telecommunications Board (CSTB), sits on the executive committee of the U.S. Council on Competitiveness, and is a board member of the National Center for Women and Information Technology (NCWIT). He is also active with the World Economic Forum, serving as vice chair of the Global University Leaders Forum (GULF) and as a member of the Global Network Advisory Board for WEF's Centre for the Fourth Industrial Revolution (C4IR). He also serves on C4IR's Internet of Things Council.

Jahanian holds a Ph.D. in computer science from the University of Texas at Austin. He is a fellow of the Association for Computing Machinery, the Institute of Electrical and Electronic Engineers and the American Association for the Advancement of Science. He lives in Pittsburgh with his wife, Tris. They have three children: Dan, Thomas and Sara (who earned her statistics and data science degree at CMU).



James H. Garrett, Jr.

Provost and Chief Academic Officer

Thomas Lord Professor of Civil and Environmental Engineering

James H. Garrett, Jr. was named Provost and Chief Academic Officer of Carnegie Mellon University in January 2019.

As the university's Chief Academic Officer, Garrett is responsible for leading CMU's schools, colleges, institutes, and campuses and is instrumental in institutional and academic planning and implementation.

A member of the faculty since 1990, James H. Garrett, Jr. became Dean of Carnegie Mellon University's College of Engineering in 2013. Immediately prior to that, he spent six years as head of the Department of Civil and Environmental Engineering.

Garrett is Carnegie Mellon plaid through and through, having received his B.S. ('82), M.S. ('83), and Ph.D. ('86) degrees in Civil and Environmental Engineering from the institution. He joined the faculty of the College as an assistant professor in 1990 and was promoted to full professor in 1996. Garrett has served in other administrative roles including Associate Dean for Graduate and Faculty Affairs (2000-2006) and Acting Dean (2004), as well as Faculty Co-director of the Smart Infrastructure Institute, a research center aimed at developing sensing technology for construction and infrastructure systems

Throughout his research career, Garrett focused on how sensors and data analytics can make our cities more adaptive and efficient. This approach aims to give built infrastructures the ability to detect and report on problems directly to the humans charged with maintaining those structures, allowing for more proactive and cost-effective infrastructure management.

Among his many recognitions and awards, in 2018 Garrett was awarded the title of Distinguished Member of American Society of Civil Engineers, the highest honor available to Civil Engineers.

SEARCH COMMITTEE CO-CHAIRS



Rebecca Doerge

Glen de Vries Dean, Mellon College of Sciences

Rebecca Doerge is the Glen de Vries Dean of the Mellon College of Science at Carnegie Mellon University and a member of the Dietrich College of Humanities and Social Sciences' Department of Statistics and Data Science and the Mellon College of Science's Department of Biological Sciences.

Doerge's research program focuses on statistical bioinformatics, an interdisciplinary component of bioinformatics that brings together many scientific disciplines for the purpose of asking, answering, and disseminating biologically interesting information in the quest to understand the ultimate function of DNA and epigenomic associations.

Doerge is an elected Fellow of the American Statistical Association (2007) and the American Association for the Advancement of Science (AAAS) (2007), and a Fellow of the Committee on Institutional Cooperation (2009). She declined the American Council on Education Fellowship in 2016 to become Dean of the Mellon College of Science. She is also chair-elect of the AAAS Statistics Section (2019); a member of the Board of Trustees for the National Institute of Statistical Sciences and the Mathematical Biosciences Institute; a member of the Engineering External Review Committee at Lawrence Livermore National Laboratory; and a member of the Global Open-Source Breeding Informatics Initiative Advisory Board.

Prior to joining Carnegie Mellon University, Doerge was the Trent and Judith Anderson Distinguished Professor of Statistics at Purdue University. She joined Purdue University in 1995 and held a joint

appointment between the Colleges of Agriculture (Department of Agronomy) and Science (Department of Statistics). She was the recipient of Purdue's Teaching for Tomorrow Award (1996), University Scholar Award (2001-06), and Provost's Award for Outstanding Graduate Faculty Mentor (2010).



Scott Mory

Vice President for University Advancement

Interim Vice President for Marketing & Communications

Scott Mory is Carnegie Mellon University's Vice President for University Advancement. He is responsible for overseeing the university's overall advancement efforts and for building partnerships with all of CMU's philanthropic and volunteer communities, including university alumni, parents and friends; charitable foundations; and corporate donors. He also is Interim Vice President for Marketing & Communications, overseeing all of the central marketing and communications efforts on behalf of the university.

Appointed Vice President for University Advancement in 2015, Mory works closely with administrative and academic leadership to develop advancement plans and resources to fulfill the university's potential and to support its continued ascent. Among his initial accomplishments was creating a framework of chief development officers in each of CMU's seven colleges and schools.

Under Mory's leadership, in October 2019 the university launched its most ambitious philanthropic campaign to date – *Make Possible: The Campaign for Carnegie Mellon University*. More than 51,000 supporters have already contributed to the campaign, committing more than \$1.48 billion of its \$2 billion goal thus far. Among the impacts these donors have had include the creation of 30 new endowed faculty chairs, including 3 endowed deanships; more than 220 new endowed scholarships and fellowships; and new world-class facilities like the Tepper Quad and ANSYS Hall.

Prior to joining CMU, Mory served as Associate Senior Vice President and Campaign Director at the University of Southern California, managing the day-to-day activities of the Campaign for USC, a historic effort to raise \$6 billion. He joined USC in 2007 as Associate Senior Vice President for Alumni Relations, a position he held until his promotion to campaign director in 2012.

Prior to USC, Mory served as Assistant Vice President for Alumni Relations and Annual Giving at George Washington University. He also was an adjunct professor in the university's law school, teaching a first-year course on legal research, writing, and oral advocacy.

Mory holds a bachelor's degree from the George Washington University and a Doctor of Jurisprudence from the George Washington University Law School.

SALARY AND BENEFITS

Carnegie Mellon University offers a competitive salary and a wide variety of benefits and programs designed to meet the needs of its faculty and staff members. From its health and welfare plan offerings to tuition benefits and competitive retirement plans, CMU is committed to providing benefits that support its staff through every stage of their career at CMU. For a listing of employee benefits, please visit: [CMU Benefits at a Glance](#).

LOCATION

CMU is based in the vibrant city of Pittsburgh, Pennsylvania, consistently ranked among the most livable cities in the U.S. Pittsburgh continues to place high on many “best of” lists, ranking among the top 25 college towns in the U.S., top 5 cities for millennials, and an attractive location for home buyers and food lovers. Situated at the intersection of three rivers, with mountains and lakes nearby, Pittsburgh provides rich access to outdoor activities, a lively cultural landscape, an active professional sports scene (as the #1 football city in the U.S.), diverse and historic neighborhoods, and affordable housing.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Carnegie Mellon University and the position of Vice President for University Communications and Marketing as presented in the position prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[*Vice President for University Communications and Marketing, Carnegie Mellon University.*](#)

To nominate a candidate, please contact Gregory Leet:

[*gregoryleet@aspenleadershipgroup.com.*](mailto:gregoryleet@aspenleadershipgroup.com)

Carnegie Mellon University is an Equal Opportunity Employer/Disability/Veteran and offers a diverse environment with a flexible benefits package, including a generous retirement plan, tuition remission, and paid time off policy, as well as many professional development, health and wellness opportunities. A background check is required.

All inquiries will be held in confidence.