



CHIEF MARKETING AND COMMUNICATIONS OFFICER, TEPPER SCHOOL OF BUSINESS
CARNEGIE MELLON UNIVERSITY
Pittsburgh, Pennsylvania
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Carnegie Mellon University

Tepper School of Business

The Aspen Leadership Group is proud to partner with Carnegie Mellon University in the search for a Chief Marketing and Communications Officer, Tepper School of Business.

The Chief Marketing and Communications Officer will be a visionary leader with authority, excellent marketing capability, and strategic decision-making skills who will own Tepper's marketing and communications operations. The Chief Marketing and Communications Officer will effectively develop and lead a comprehensive, integrated program for the school with well-defined success metrics. This effort will include planning, implementation, and evaluation of advertising, media/public relations, design, and digital initiatives among the school's core channels, as well as coordinated communications for the school's internal audiences.

The Chief Marketing and Communications Officer will be responsible for the strategic implementation of marketing and communications programming that supports the Tepper School brand among its various constituencies. This is an exciting opportunity for an individual that thrives in an interesting and challenging work environment. The Chief Marketing and Communications Officer will collaboratively lead the in-house marketing team in operationalizing the Tepper School brand in support of the school's educational programs, faculty research, and strategic mission and vision of the school as a top-tier business school.

Founded in 1900 by Andrew Carnegie, Carnegie Mellon University 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. A birthplace of innovation since its founding, it continues to be known for creativity, solutions to real-world problems, and interdisciplinary collaboration. Its alumni have earned distinction around the globe—from Nobel Prize recipients to Tony Award winners, from Wall Street CEOs to Silicon Valley entrepreneurs, and from groundbreaking educators to pioneering researchers.

Carnegie Mellon is a highly regarded global research university, ranking 23rd in the world according to the *Times Higher Education World University Rankings*. For more than a decade, CMU has consistently ranked as a top 25 university in the *U.S. News and World Report* rankings.

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

TEPPER SCHOOL OF BUSINESS

The Tepper School of Business is among the world's best business schools consistently placing among the top-ranked schools for both undergraduate and graduate programs. Tepper's mission is to improve the leadership and problem-solving capabilities of individuals so as to improve their value to organizations and society at large. Tepper strives for perfection in the creation and dissemination of knowledge that is evident in scientific principles and interdisciplinary collaboration, and its focus toward improving the practice and profession of management.

The Tepper School of Business lives at the heart of Carnegie Mellon University, offering a future-focused business school experience, tailored for the complexity of today's marketplace. The world of business is transformed by technological innovation, the ubiquity of data, and the application of advanced analytics. The Tepper School and Carnegie Mellon have long been renowned for research and teaching that doesn't simply keep pace with business practice but forges ahead, powerfully transforming the way organizations compete and lead.

Entrepreneurial by nature, Tepper is comprised of a community of passionate breakthrough builders who rise above to envision and create. Its campus is one of convergence, overlap, and exchange, bringing disciplines together to solve challenges, big and small. At Tepper, students receive the knowledge, skills, and agility to confront any challenge and lead with confidence—imagining what is possible and acting with passion.

REPORTING RELATIONSHIPS

The Chief Marketing and Communications Officer, Tepper School of Business will report to the Dean, Tepper School of Business, Robert Dammon.

PRINCIPAL OPPORTUNITIES

The Chief Marketing and Communications Officer will drive strategy and direction for all communications and marketing efforts at one of the leading business schools in the world. This fall Tepper not only moved into [new state-of-the-art facilities](#), it completed a new and more robust rebranding effort, and launched *Strategic Plan 2023*, which will guide Tepper's work over the next five years. Working with Dean Dammon and senior CMU and Tepper School leadership, the Chief Marketing and Communications Officer, in concert with their team, will develop a comprehensive strategic marketing plan that reaches every constituency of the school through any and all available channels and enhances the objectives of *Strategic Plan 2023*. One of those objectives is to inspire the entire Tepper community to create value for society by providing intellectual leadership, advancing the science and practice of management, and developing ethical leaders to be the agents of change in a world driven by technology and innovation.

PRIMARY RESPONSIBILITIES

The Chief Marketing and Communications Officer, Tepper School of Business will

- create, design, implement, and sustain integrated marketing and communications plans (external and internal) that support the Tepper School's strategic plan, brand strategy, and mission;
- collaborate with administrators, faculty, students, and alumni to support this plan and to develop common strategies for its successful implementation;
- act as the primary marketing advisor to the Dean, Senior Associate Deans, operating unit heads, and CMU colleagues on specific initiatives, issues, and challenges in the areas of marketing and communications as these efforts relate to the stated mission and goals of the institution;
- collaborate with the CMU Central Marketing and Communications division, and serve as the designated liaison with identified university administration on the planning and implementation of the Tepper marketing program;
- ensure that the marketing and communications group's future direction and programming is aligned with the school's vision;
- support revenue-producing initiatives in tandem with undergraduate and graduate admissions/student recruiting, fundraising, executive education, etc.;
- ensure that strategic direction of the department is communicated and supported;
- supervise an organization of approximately 10-12 staff members with 3-4 direct reports;
- provide high-level monitoring and input regarding work flows, new project kick-offs, and operating unit project management/results;
- manage and assess employee performance, provide coaching and mentoring for growth and improved performance;
- serve as a team leader and coach, develop and motivate peers and ensure professional development opportunities are available to support employee goals and interests;
- assume direct responsibility for all related budgets, financial planning, and department expenditures;
- work closely with team members and the Dean's Office to ensure return on investment reporting on key marketing initiatives; and
- determine procedures, processes regarding financial management, reporting and monitoring, for both campaign and non-campaign related spending.

TEPPER SCHOOL OF BUSINESS KEY COLLEAGUES



Robert Dammon
Professor of Financial Economics
Dean

Dammon has been a faculty member in the Tepper School of Business since 1984 and was appointed Dean of the school in 2011.

Dammon is the only three-time winner of the Tepper School's George Leland Bach Teaching Award (1989, 1997, 2007). He has taught numerous graduate-level classes in corporate finance, mergers and acquisitions, and corporate restructuring and has developed and taught numerous executive education programs in the arena of corporate finance. He also served as a visiting associate professor of financial economics at the Fuqua School of Business at Duke University (1995-96), where he was recognized jointly as "Outstanding Teacher of the Year" and has been included multiple times in *BusinessWeek's* "Guide to the Best Business Schools Four-Star

Faculty." A noted and well-respected researcher whose work has been published in the most prestigious finance and economic journals, including the *American Economic Review*, the *Review of Financial Studies* and the *Journal of Finance*, Dammon's most recent research focuses on lifetime savings, investing and asset allocation. Among the awards he has won for his scholarship is the 2004 "TIAA-CREF Paul A. Samuelson Award for Outstanding Scholarly Writing on Lifelong Financial Security." Dammon is a member of the American Finance Association, the American Economic Association, and the Society for Financial Studies. He also has served as associate editor for several professional journals including *Financial Management* (2002-2008), *Management Science* (1993-1997, 2001-2003) and the *Review of Financial Studies* (1996-1999).



Alan Andrew Scheller-Wolf
Professor of Operations Research
Senior Associate Dean, Faculty and Research

Scheller-Wolf has been a faculty member in the Tepper School of Business since 1996 and was appointed Senior Associate Dean of Faculty and Research in 2017.

Scheller-Wolf is well-known for his research on queuing theory, stochastic processes and service systems, and his reputation within the operations management field is reflected in the impressive range of awards and responsibilities he has held over the years. His papers, often with students and colleagues, have won awards from the Institute for Operations Research and the Management Sciences (INFORMS), the Canadian Operations Society, and several computer science conferences. He has also served on various committees for INFORMS and on editorial boards for journals including *Management Science*, *Operations Research*, *Manufacturing and Service Operations Management* (MSOM), and *Queueing Systems*. He recently served as a guest editor of a special issue of MSOM on practice-focused research.

As the head of the Ph.D. program, Scheller-Wolf earned a reputation as an influential, tireless leader on behalf of the doctoral students. His contributions to the Ph.D. program enhanced the overall experience for students, including the academic standards and the culture of research and collaboration. Scheller-Wolf joined Tepper School of Business shortly after receiving his Ph.D. in operations research from Columbia University.



Sevin Yeltekin
Professor of Economics
Senior Associate Dean of Education

Yeltekin has been a faculty member in the Tepper School of Business since 2005 and was appointed Senior Associate Dean of Education in 2017.

She is known for her research in economic areas spanning from computational methods and fiscal policy design to drivers of economic inequality. She is a long-time member of the Tepper School's Masters Educational Affairs Committee and developed a popular course on Emerging Markets to complement her MBA core teaching on Global Economics. Her advocacy on behalf of students includes participating in the MBA Diversity Weekend as well as an advisory role with the MBA International Business Club.

As the Senior Associate Dean of Education, Yeltekin is a key contributor in advancing the academic and student experience for the Tepper School's undergraduate and graduate programs.

Yeltekin joined the Tepper School in 2005 from the Kellogg School of Management at Northwestern University. She has held editorial positions with the Oxford Research Encyclopedia of Economics and Finance, *Quantitative Economics*, *Operations Research*, *Journal of Monetary Economics* and

Macroeconomic Dynamics. Yeltekin has been a member of the advisory board for the Carnegie-Rochester-NYU Series on Public Policy since 2012. She received the George Leland Bach Excellence in Teaching Award in 2014 and held the Frank A. and Helen E. Risch Faculty Development Professorship in Business during 2007–2010. She received her Ph.D. in economics from Stanford University.



Jonathan Stern
Associate Dean, Advancement

Jonathan (Jon) Stern is the Associate Dean for Advancement for the Tepper School of Business. In this role, Stern leads the Tepper School advancement organization which includes individual giving, annual fund, alumni relations, and corporate and foundation relations in coordination with the university's overall fundraising and alumni efforts.

But for five years in general management and marketing, Stern has spent his entire career in various advancement functions within higher education with significant experience at The University of Chicago, Northwestern University School of Law and The University of Chicago Law School. His areas of expertise span donor relations, alumni relations, board member engagement, major campaign planning, and individual giving and development, with particular emphasis in identifying and closing major and principal gifts. Stern's advancement experience encompasses both central university level and professional school level strategies.



Kelly R. Wilson
Executive Director of Masters Admissions

Wilson joined the Masters Admissions team in August of 2012. In her role as Executive Director, she brings more than 15 years of admissions and recruiting experience to the Tepper School. Prior to her experience in higher education, Wilson worked as a strategic change consultant for PricewaterhouseCoopers and an account executive for Johnson & Higgins of Washington, D.C. Wilson holds a Bachelor of Arts in psychology from Grove City College, an MBA from

George Mason University, and an MS-MIS degree from the University of Pittsburgh. Wilson has traveled to more than 30 countries and loves to learn about new cultures.

CARNEGIE MELLON MARKETING & COMMUNICATIONS KEY COLLEAGUES



Sophie Elias
Associate Vice President, Strategy and Operations

Elias is the Associate Vice President for Strategy and Operations for Carnegie Mellon University. As a senior leader and Chief of Staff to the Vice President of the Marketing & Communications division, she helps translate the division's mission into action, developing strategic plans and organizing operations and resources. She leads the executive communications team in close collaboration with the offices of the President and Provost and also manages high-impact projects for increased global visibility. Prior to CMU, Elias worked for two

international public relations firms, Fleishman Hillard and Ketchum Communications, serving clients across a number of channels and industries.



Matt Nagel

Associate Vice President, Content and Communications

Nagel is the Associate Vice President for Content and Communications for Carnegie Mellon University. Nagel promotes the university through dynamic storytelling that highlights Carnegie Mellon's exceptional faculty, students and staff as well as their incredible research. Matt began his career as a broadcast journalist but later found his passion for higher education communications during previous stops at the Georgia Institute of Technology and New York

University.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Chief Marketing and Communications Officer, Tepper School of Business should have

- an ability to translate short- and long-term goals into plans of action tied to evaluation and key performance indicators;
- excellent written communication and oral presentation skills;
- an ability to communicate complex or vague concepts into understandable, compelling, and fact-based ideas;
- an ability to interact positively with all members of the campus community, external news media, and internal constituents;
- experience leading a team toward a common goal, emphasizing collaboration, respect, and high performance;
- project management, analytical, sound reasoning, and problem-solving skills; and
- experience in a large organization featuring multi-functional business units/programs (preferred).

A bachelor's degree in marketing, communications or a related field is required for this position as is a minimum of eight years of related experience. Progressive experience in leadership and/or leading teams is highly desired as is a master's degree.

SALARY & 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.

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. Situated at the intersection of three rivers, with mountains and lakes nearby, Pittsburgh was recognized as the best city in America for jobs (*Glassdoor*), the 5th best city for an active lifestyle (*WalletHub*), the best food city in America (*Zagat*), the second most livable city in the country (*Economics Intelligence Unit*), and among the "30 Best Cities in the United States" (*National Geographic*). Pittsburgh has the environment, the rich cultural

and culinary landscape, the vigorous sports scene (Go Pens!), and the affordability to make living there enticing to many.

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.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Tim Child:
timchild@aspenleadershipgroup.com.