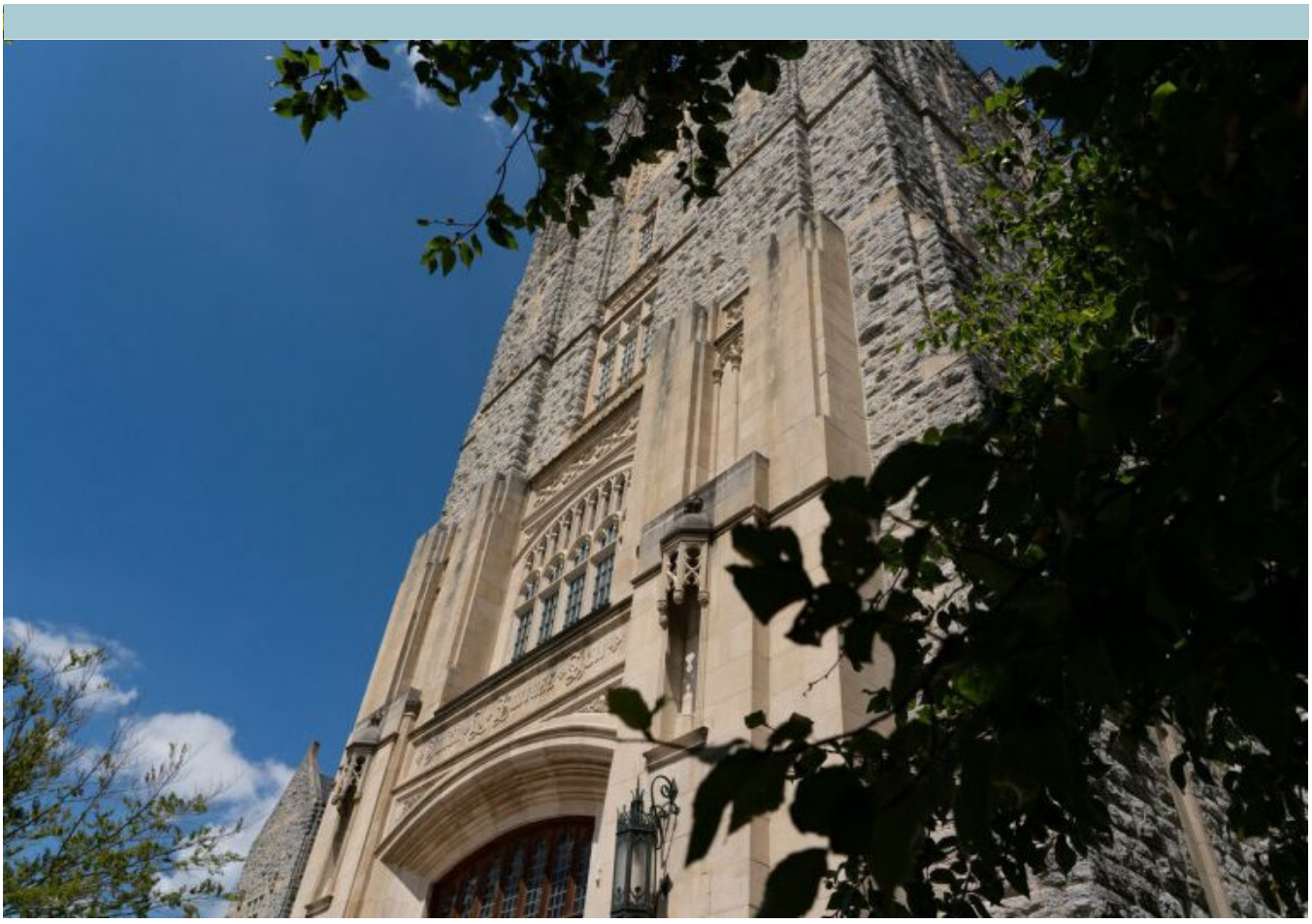
VIRGINIA TECH

Vice President for Marketing and Communications

Leadership Profile

November 2026



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Executive Summary

Virginia Tech seeks a bold, strategic, and collaborative leader to serve as its next Vice President for Marketing and Communications. This is a unique opportunity for an accomplished marketing and communications executive to shape the voice, reputation, and brand of one of the nation's leading land-grant public research universities while aligning a broad and complex communications ecosystem in support of institutional priorities.

Virginia Tech's main campus in Blacksburg – consistently ranked among the country's best places to live – is complemented by a significant and rapidly growing presence in Roanoke and the greater Washington, D.C. metro area. As the Commonwealth of Virginia's most comprehensive university and a leading research institution, Virginia Tech offers about 110 undergraduate majors and more than 120 master's and doctoral degree programs to more than 38,000 students and manages a research portfolio of close to $600 million. The University fulfills its role as a land-grant institution by fostering a collaborative environment that integrates technology into all disciplines so the Virginia Tech community can serve as a force for positive change around the Commonwealth, the country, and the world. Through experiential learning, future-focused research, and an inclusive, spirited culture, Virginia Tech strives to accomplish the charge of its motto, Ut Prosim (That I May Serve).

Reporting directly to the President, with a dotted-line relationship to the Senior Vice President for Advancement, the Vice President is a member of the President's leadership cabinet and works closely with Advancement's leadership team. This individual will lead the development and execution of an integrated marketing and communications strategy that advances institutional priorities, strengthens stakeholder engagement, supports fundraising objectives, and elevates Virginia Tech's visibility and influence among key audiences. Central to this work is the ability to position and promote Virginia Tech as a destination of choice for exceptional faculty, staff, and students, leveraging strategic communications and brand stewardship to strengthen recruitment and enrollment outcomes. The successful candidate will bring a strong marketing orientation, ensuring the University not only communicates effectively but also differentiates itself in an increasingly competitive higher education landscape through intentional brand stewardship, audience engagement, and reputation management.

This is a rare opportunity to shape the voice, brand, and reputation of a globally recognized public research university at a pivotal moment in its history. Virginia Tech's next Vice President for Marketing and Communications will work directly with incoming President Rich Linton to ensure communications and marketing advance institutional strategy, while leading a talented and evolving organization through presidential transition and growing national visibility. This leader will be a brand visionary who embraces innovation and is prepared to explore how emerging technologies, including artificial intelligence, can strengthen storytelling. Working closely with university leadership and partners across the institution, the Vice President will define a bold strategic vision for marketing and communications, coordinate a complex and distributed communications ecosystem, and develop innovative approaches that strengthen audience engagement, institutional reputation, and measurable results. The successful candidate will serve as a key strategic advisor, helping to position Virginia Tech locally, nationally, and globally, for continued growth, distinction, and impact while building a high-performing, collaborative culture that advances the University's most important priorities. The Vice President will also serve as a key partner in communications involving the Board of Visitors and will oversee Virginia Tech's public media assets, including WVTF and Radio IQ, leveraging these statewide platforms to advance institutional visibility, engagement, and public service.

To succeed, the next Vice President must possess the professional acumen, leadership experience, and instincts necessary to operate in a large, complex, and highly visible organization. This individual will be an accomplished marketing and communications executive with experience leading enterprise-wide initiatives, advising senior leaders through challenging and high-profile situations, and driving meaningful organizational change. They will bring a demonstrated ability to foster coordination across diverse stakeholders, establish accountability in distributed environments, and leverage data, analytics, and emerging technologies to inform strategy and

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measure impact. The next Vice President should bring an entrepreneurial orientation – someone who can spot opportunities, build new approaches, and move quickly in a competitive environment.

To submit a nomination or express personal interest in this position, please see Procedure for Candidacy at the end of this document.

Role of the Vice President for Marketing and Communications

Reporting directly to the President, with a dotted-line relationship to the Senior Vice President for Advancement, the Vice President for Marketing and Communications will serve as the University's chief marketing and communications strategist and a member of the President's leadership cabinet. Working closely with Advancement's leadership team, this leader will develop and execute comprehensive, data-driven marketing and communications strategies that strengthen Virginia Tech's brand, protect and elevate its reputation, drive institutional visibility and growth, and advance the priorities of the University, Advancement, colleges, and units. The Vice President will serve as a strategic advisor to the President and university leadership, represent the University publicly and in the media as university spokesperson, lead crisis communications planning and response, and oversee executive communications for the President and senior leadership, including position papers, media statements, and other strategic communications.

The Vice President will provide vision, leadership, and oversight for Virginia Tech's integrated marketing and communications efforts, championing the University's standing as a leading global land grant institution recognized for academic excellence, research innovation, public service, and societal impact. Working closely with the President, Senior Vice President for Advancement, Board leadership and members, deans, vice presidents, and communications leaders across the University, the Vice President will develop and execute data-informed strategies that strengthen stakeholder engagement, enhance brand awareness, support fundraising, student recruitment, and faculty recruitment objectives, and elevate Virginia Tech's profile regionally, nationally, and globally.

As a member of the President's leadership cabinet, the Vice President will partner with the President, the Senior Vice President for Advancement, and other leaders to foster relationships and provide oversight for communications work with the Board of Visitors. This leader will promote alignment across a decentralized marketing and communications environment through formal and informal partnerships with college- and unit-based leaders. The Vice President will directly oversee a central team responsible for paid and owned platform direct marketing; earned media engagement and promotion; owned digital news and communications platforms; direct email platforms serving faculty, staff, students, and external subscribers; primary and secondary university web platforms; social and emerging media strategy and institutional channel oversight; design, visual, writing, and web development teams; brand development, training, and application; commercial and promotional brand licensing; marketing automation tools and strategy; Virginia Tech Magazine and development of a new interactive digital magazine platform; internal communications coordination and support; crisis communications and strategic messaging; advancement communications for major and principal gift prospects, corporations, and foundations; and oversight of NPR member public radio station WVTF and Radio IQ. Together, these functions will support consistent messaging, effective brand stewardship, and a cohesive institutional presence.

As a highly visible campus leader, the Vice President will serve as a key counselor to university leadership during both moments of opportunity and challenge. Through strategic storytelling, innovative communications initiatives, and strong relationship-building, this leader will help articulate Virginia Tech's mission, amplify its achievements, and advance its reputation among students, faculty, staff, alumni, donors, policymakers, and communities across the Commonwealth and around the world. This leader will also thoughtfully harness emerging technologies, including artificial intelligence, to strengthen storytelling, deepen audience engagement, elevate institutional reputation, and position the University for continued success in an evolving marketing and communications landscape. The Vice President will be visible and involved in campus events and activities, advancing

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transparency internally and externally. In accordance with university policy, this leader will designate the deputy university spokesperson and public information officer who may represent Virginia Tech to the university community and local, state, regional, national, and international media.

The position's responsibilities span three complementary areas: marketing leadership and strategy, communications and public relations, and team leadership and management. This balance calls for a leader who combines strategic marketing expertise, public-facing communications judgment, and disciplined stewardship of people, budgets, agencies, and vendors.

Opportunities and Expectations for Leadership

Virginia Tech is at a defining moment as incoming President Rich Linton prepares to arrive on campus in January with a strong emphasis on communications and marketing. The elevation of this position to Vice President, reporting directly to the President and serving on the President's leadership cabinet, creates an opportunity to further strengthen the role of marketing and communications in advancing institutional strategy. Working with the President, the Senior Vice President for Advancement, colleges, and programs across the Commonwealth, the Vice President will build on recent investments and organizational transformation to create a more aligned, strategic, and impactful enterprise. This leader will help communicate the new President's priorities while maintaining momentum around Virginia Tech's established strengths and aspirations. The following opportunities represent the key areas of focus for the next leader.

Chart a Strategic Direction for Marketing and Communications

Virginia Tech is entering a pivotal period marked by presidential transition, ambitious institutional goals, continued growth in Northern Virginia, and increasing expectations for national visibility and impact. The next Vice President will be charged with establishing a clear vision and strategic direction for a modern marketing and communications enterprise, ensuring that efforts across the institution are coordinated and focused on advancing Virginia Tech's most important priorities.

Working closely with university leadership, communicators, and campus partners, the Vice President will articulate a shared set of goals, priorities, and measures of success that guide decision-making across a highly distributed communications environment. This leader will help the organization create greater focus on the initiatives and audiences that matter most. By coordinating resources, clarifying expectations, and fostering a common sense of purpose, the Vice President will ensure marketing and communications efforts deliver measurable impact while advancing the University's reputation, influence, and strategic objectives.

Elevate Virginia Tech's Brand and Global Reputation

Virginia Tech has reached an inflection point in its institutional evolution. The next Vice President will have an opportunity to help define how one of America's leading public research universities is understood by external audiences over the next decade. This work will extend beyond traditional communications to position the University's strengths in research, innovation, student success, service, and impact with key audiences across the Commonwealth, the nation, and the world.

Working closely with university leadership, the Vice President will help define and communicate a compelling institutional narrative that advances Virginia Tech's strategic priorities, attracts top students, distinguished faculty, research partners, and donors, strengthens external visibility, elevates the University's global profile, and increases awareness of the University's contributions to society. The opportunity exists to put a lasting imprint on the identity and market position of one of higher education's most respected and ambitious institutions.

Coordinate and Integrate a Distributed Communications Ecosystem

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Virginia Tech's communications and marketing environment includes hundreds of professionals working across colleges, campuses, institutes, and administrative units. The next Vice President will strengthen coordination across this distributed network, creating greater clarity around priorities, decision-making, roles, and shared expectations while preserving the flexibility needed to support diverse unit-level goals.

Success will require fostering a culture of collaboration, partnership, and mutual accountability among central and embedded communicators. The Vice President will continue to build common frameworks, processes, and standards that enable communicators across the institution to work together more effectively in service of both local objectives and university-wide priorities.

Advance a Modern, Marketing-Driven Approach

Historically, Virginia Tech's communications efforts have been weighted toward content generation and news distribution. The next Vice President will continue the evolution toward a fully integrated marketing and communications model that focuses on audience engagement, brand awareness, reputation enhancement, and measurable outcomes.

Leading a growing investment in marketing, the Vice President will develop sophisticated strategies that leverage paid, owned, earned, and social media to reach target audiences more effectively. This leader will help the organization think differently about how the University tells its story, ensuring that communications activities are guided by strategic objectives and deliver meaningful institutional impact. This work should strengthen recruitment by reaching high-potential students and faculty with differentiated, personalized messaging that highlights Virginia Tech’s academic excellence, research ambition, and distinctive value proposition. The Vice President will bring an entrepreneurial mindset to testing new strategies, identifying market opportunities, and building a more proactive marketing culture. Likewise, the new Vice President will think differently about digital spaces, using web, social, multimedia, and emerging platforms as strategic environments for audience engagement, storytelling, recruitment, and brand-building. The Vice President will oversee market research, competitive analysis, and audience segmentation to identify opportunities and guide integrated campaigns across digital, social, email, and traditional media. Implementing and optimizing marketing automation tools and CRM systems will be central to improving efficiency, personalizing engagement, and strengthening campaign effectiveness.



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Strengthen Measurement, Analytics, and Return on Investment

As Virginia Tech increases its investment in marketing and brand-building initiatives, the University seeks a leader who can establish a culture of measurement and accountability. The Vice President will lead the continued development of meaningful metrics, dashboards, and assessment frameworks that connect communications and marketing efforts to institutional goals, enabling university leadership to better understand performance, outcomes, and return on investment. The Vice President will establish and track key performance indicators and provide regular reports to senior leadership on the effectiveness of marketing initiatives.

The successful candidate will help shift the organization from measuring outputs to evaluating impact. Through data-informed decision-making, audience insights, and performance analytics, the Vice President will guide resource allocation and ensure that marketing and communications efforts advance the University's most important strategic priorities.

Build Organizational Cohesion and High Performance

Virginia Tech has recently undertaken significant organizational restructuring to create a more streamlined and collaborative marketing and communications enterprise. The next Vice President will build upon this foundation, advancing a shared vision, strengthening cross-functional partnerships, and reinforcing a culture centered on trust, accountability, and innovation.

The Vice President will lead and inspire a talented team through a period of continued transformation, helping individuals and units move beyond historical silos and embrace new ways of working. This leader will ensure that the organization has the capabilities, talent, technologies, and operating practices needed to support the University's evolving needs. The Vice President will steward the marketing and communications budget, allocate resources efficiently, and manage external agencies and vendors to ensure high-quality work delivered on time and within budget. Mentoring and professional development will be essential to sustaining team capabilities and a collaborative, innovative work environment.

Serve as a Strategic Advisor During a Defining Period of Institutional Change

With Rich Linton’s January arrival, the Vice President will serve as a direct advisor to the President and a member of the President’s leadership cabinet, helping translate presidential and institutional priorities into coordinated communications and marketing strategies. Close collaboration with the Senior Vice President for Advancement, the Provost’s Office, deans, and other leaders will be essential to supporting Virginia Tech’s next chapter of growth, distinction, and impact.

Working across the President's Cabinet, the Provost's Office, Advancement leaders, and colleges and administrative units, the Vice President will help create greater alignment around institutional messaging and strategic objectives. This leader will play a central role in ensuring that Virginia Tech's communications and marketing efforts support the University's next chapter of growth, distinction, and impact. In addition, the Vice President will help position Virginia Tech's senior leaders as influential thought leaders on issues of national and global significance, elevating their visibility, extending the University's reach, and strengthening its reputation among key academic, industry, government, and public audiences worldwide. The Vice President should understand the intersection of communications, public affairs, and government relations and help support engagement with local, state, and federal stakeholders when appropriate. The Vice President will oversee or prepare executive communications, including speeches, position papers, correspondence, media statements, publications, and resolutions, for the President and other university leaders and, as appropriate, the Board of Visitors.

Lead Crisis Communications and Protect Institutional Trust

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As university spokesperson and the leader of crisis communications planning and response, the Vice President will develop, manage, and implement strategies that protect Virginia Tech's reputation while providing timely, clear, and consistent information. This leader will advise the President and other senior leaders during sensitive and rapidly evolving situations, coordinate media response and outreach, and ensure internal audiences receive key messages. Sound judgment, preparedness, and effective coordination with university partners will be central to this responsibility.



Professional Qualifications and Personal Qualities

Virginia Tech seeks a highly accomplished communications and marketing leader who combines strategic vision, diplomacy, operational excellence, and exceptional relationship-building skills. The successful candidate will bring a record of leading integrated marketing and communications functions within large, complex organizations and will possess the judgment, credibility, and influence necessary to serve as a trusted advisor to senior leaders. This individual will be equally comfortable shaping long-term strategy, navigating high-profile issues, fostering collaboration across a broad and decentralized network of stakeholders, and serving as a unifying force across a highly decentralized communications environment.

The next Vice President will be an innovative and forward-thinking leader who understands the rapidly evolving marketing and communications landscape and embraces emerging technologies, audience insights, and data-driven decision-making. A bold and creative thinker and brand visionary, this individual will challenge conventional approaches, bring fresh ideas to complex opportunities and challenges, and inspire the University to think differently about brand, reputation, engagement, and impact. They will bring intellectual curiosity, a passion for storytelling and institutional excellence, and a willingness to explore new strategies that elevate Virginia Tech's position among its peers. The successful candidate will also demonstrate a commitment to excellence, transparency, and service, along with a genuine appreciation for the mission and impact of a leading global and grant research university.

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Required Qualifications

- A master's degree in marketing, communications, journalism, business administration, higher education, public administration, or a related field; or a bachelor's degree combined with significant professional experience that equates to advanced education.
- Extensive and progressively responsible leadership experience in marketing, communications, public affairs, brand strategy, or related disciplines.
- Demonstrated success in developing and implementing integrated marketing and communications strategies that advance institutional priorities and measurable outcomes.
- Significant experience in brand development, audience engagement, reputation management, and strategic storytelling.
- Expertise in digital communications strategy, social media, content strategy, artificial intelligence applications, and emerging marketing and communications technologies.
- Demonstrated understanding of global marketing and communications trends, issues, and strategies within complex organizations operating across diverse audiences and markets.
- Proven ability to utilize data, research, analytics, audience segmentation strategies, and marketing technologies to inform decision-making, personalize engagement, and evaluate effectiveness.
- Demonstrated success leading, mentoring, and developing high-performing teams.
- Experience advising senior executives, elevating leader visibility and thought leadership, and navigating complex, high-profile communications challenges.
- Strong understanding of media relations, journalism standards, and the contemporary communications environment.
- Experience advising leadership and managing communications in moments of crisis.
- Exceptional written, verbal, presentation, and interpersonal communication skills.
- Experience managing significant budgets, resources, and organizational priorities.

Preferred Qualifications

- Understanding of the opportunities and challenges facing major public research universities.
- Experience supporting fundraising, advancement, alumni engagement, or constituent relations initiatives.
- Experience promoting and supporting research excellence.
- Understanding of government relations and the need to work with local, state, and national officials and agencies.
- Experience within higher education or other complex mission-driven organizations.
- Experience overseeing or partnering with media organizations, public broadcasting, journalism, or related enterprises.
- Demonstrated success leading large-scale reputation, branding, or institutional visibility initiatives, ideally with a global reach.

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- Experience leveraging marketing technologies, CRM platforms, and advanced analytics capabilities.

Personal Qualities

- **Strategic unifier:** Brings a systems-oriented perspective and the ability to unite diverse stakeholders around common priorities, processes, and messaging while respecting the unique identities and needs of individual colleges, units, and campuses.
- **Bold and diplomatic change leader:** Possesses the courage to make difficult decisions, challenge outdated practices, and drive meaningful organizational change while building trust, maintaining relationships, and bringing others along through the process. Brings an entrepreneurial mindset, curiosity, initiative, and a willingness to test new ideas, experiment thoughtfully, identify emerging opportunities, and build strategies that strengthen market position and institutional impact.
- **Trusted advisor:** Demonstrates the judgment, credibility, and confidence to provide candid counsel to the President, Provost, Chief Operating Officer, senior leadership, and Board leadership, particularly during periods of heightened visibility, reputational challenge, or institutional change.
- **Collaborative bridge-builder:** Excels at fostering coordination across complex and decentralized organizations, creating productive partnerships, and reducing silos to advance institutional goals.
- **Enterprise-minded leader:** Prioritizes the success of the University as a whole, balancing local interests with institutional priorities and helping stakeholders see how their efforts contribute to Virginia Tech's broader reputation and impact.
- **Advancement-oriented partner:** Understands the strong connection between brand, communications, alumni engagement, and philanthropy. Demonstrates the ability to work collaboratively with advancement leaders to strengthen fundraising outcomes, donor engagement, and institutional visibility.
- **Decisive and accountable:** Establishes clear expectations, governance structures, and decision-making processes, and is willing to make and stand behind difficult choices when necessary.
- **Brand visionary and marketing-oriented strategist:** Understands the critical role of brand positioning, reputation building, audience engagement, market differentiation, audience segmentation, and personalized outreach. Brings deep awareness of global marketing trends and the ability to leverage emerging technologies and AI-enabled tools to elevate institutional visibility and impact.
- **Calm and credible in crisis:** Remains composed under pressure and serves as a trusted presence during sensitive issues, public controversies, and rapidly evolving situations.
- **Data-informed and outcomes-focused:** Uses research, analytics, and performance metrics to drive decisions, measure effectiveness, allocate resources, and demonstrate impact.
- **Authentic communicator:** Builds trust through transparency, consistency, strong listening skills, and a genuine commitment to understanding diverse perspectives.
- **Builder of talent and culture:** Recognizes and develops talent, empowers high-performing teams, and creates a culture of collaboration, accountability, and continuous improvement.
- **Innovative storyteller:** Identifies and elevates compelling stories that showcase Virginia Tech's research, academic excellence, innovation ecosystem, and statewide impact, translating institutional strengths into a clear and differentiated narrative.

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About Virginia Tech

Overview

Virginia Tech is the Commonwealth of Virginia's most comprehensive university and a leading R1 research institution, offering more than 280 undergraduate, graduate, and professional degree programs to over 38,000 students across nine colleges. Managing a research portfolio approaching $600 million, the University advances knowledge and discovery that address pressing challenges across the Commonwealth, the nation, and the world.

Founded as a land grant institution in 1872, Virginia Tech is deeply rooted in its commitment to accessible education, public service, and research that improves the human condition. This legacy continues to shape the institution's work today through Virginia Tech Advantage — a university-wide commitment to expanding access, affordability, and student success — and Virginia Tech Global Distinction, an ambitious effort to elevate the University's national and international profile through scholarly excellence, faculty distinction, and transformative interdisciplinary research.

Guided by its motto, *Ut Prosim* (That I May Serve), Virginia Tech embraces a culture of collaboration, service, and engagement. The University's land grant heritage remains central to its identity, inspiring programs and partnerships that translate research into real-world impact, support communities across the Commonwealth, and prepare graduates to lead in an increasingly interconnected world.

The main campus in Blacksburg spans 2,600 acres, with 235 buildings, cutting-edge research facilities, and a regional airport. The campus is widely recognized for its academic quality, collaborative community, and exceptional student experience, consistently ranking among the top public universities in the United States.

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Virginia Tech also maintains a broad geographic footprint that extends its academic and research mission across Virginia and around the globe. This includes a rapidly growing presence in the Washington, D.C. metro area; the Health Sciences and Technology Campus in Roanoke; research and extension facilities throughout the state; and international sites in Europe and other locations that support global research, education, and outreach.

Through its integrated mission of education, research, and engagement, and through bold initiatives such as Virginia Tech Advantage and Virginia Tech Global Distinction, the University is uniquely positioned to shape the future of higher education, contribute to economic and societal progress, and fulfill its enduring commitment to service.

Additional Information

To learn more about Virginia Tech, see the following links:

- Virginia Tech Website
- Facts about Virginia Tech
- University Strategic Plan

Marketing and Communications

Virginia Tech's Marketing and Communications function plays a critical role in advancing the University's mission, reputation, and strategic priorities. Led by a Vice President who reports directly to the President, serves on the President's leadership cabinet, and maintains a dotted-line relationship to the Senior Vice President for Advancement, the organization is charged with elevating Virginia Tech's national profile, strengthening the University's brand, coordinating institutional messaging, and supporting engagement with a wide range of audiences, including prospective and current students, families, alumni, donors, government partners, industry collaborators, higher education peers, faculty, staff, and the broader public. The function works in close partnership with university leadership, academic colleges, administrative units, and Advancement colleagues to tell Virginia Tech's story and communicate the institution's impact across teaching, research, service, and innovation.

Marketing and Communications has recently undergone a significant evolution. Historically characterized by a highly decentralized environment, the University today is working toward greater coordination across a broad network of more than 200 communications professionals embedded throughout colleges, schools, and administrative units. The central team has been streamlined into three primary areas: Marketing and Brand, Creative and Digital, and Communications. Together, these teams provide leadership in brand strategy, marketing, content development, media relations, social media, digital engagement, internal communications, creative services, and communications planning while partnering closely with communicators across the institution.

Please visit the following links for more information:

- Marketing and Communications Team and Campus Communicators
- Brand Strategy

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Leadership



Richard “Rich” Linton, Ph.D., Incoming President

Richard Linton will become the 17th president of Virginia Tech at the beginning of the spring semester, 2027.

Linton will join Virginia Tech after serving as president of Kansas State University since 2022. During his tenure at K-State, he led the creation and implementation of a strategic plan which significantly advanced student recruitment and success, research funding, philanthropy, athletics, statewide engagement, economic development, and a facilities master plan. The new university strategy increased undergraduate and graduate student enrollment to over 21,000, enhanced research expenditures by 30%, brought in nearly $1.2 billion in philanthropic gifts, and led to over $468 million in state and federal support.

As part of the university’s historic land-grant mission, Linton strengthened K-State’s role as a driver of economic growth and innovation across Kansas. He expanded public-private partnerships, research commercialization, and workforce development to support job creation, business growth, and investment statewide. He also led K-State’s historic Agricultural Innovation Initiative, securing more than $216 million in philanthropic support, state and federal funding that helped to advance agricultural research, education and innovation.

Before joining Kansas State University, Linton served as dean of the College of Agriculture and Life Sciences at North Carolina State University (2012-2022), department chair of food science and technology at The Ohio State University (2011-2012) and a faculty member in the Department of Food Science at Purdue University (1994-2011). At Purdue, Linton was the founding director of the Center for Food Safety Engineering and the associate director of agricultural research programs.

Linton’s vision for the next-generation land-grant university has gained national recognition, including an invitation to deliver the prestigious James F. Patterson Land-Grant University Lecture at The Ohio State University. His national leadership experience includes membership on the Food and Drug Administration’s Science Advisory Board and serving as chair for the Binational (Israel/U.S.) Agricultural Research and Development Fund, a position he was appointed to by the U.S. secretary of agriculture in 2018. He previously chaired the Association of Public and Land Grant Universities Healthy Food Systems, Healthy People Steering Committee, and the NC Governor's Task Force on Food Manufacturing.

Linton earned his bachelor’s degree in biology (1988), master’s degree in food science (1991), and Ph.D. in food science (1994) at Virginia Tech. Linton participated in the Food Systems Leadership Institute from 2009 to 2011 and completed the Harvard Graduate School’s Institutional Educational Management Program in 2018.

Linton’s wife, Sally, an ADHD/executive function life coach, will join Virginia Tech as university ambassador and first lady. The Lintons have two children: a daughter, Lily, and a son, Chris. You can follow Richard Linton on LinkedIn.

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Tom Wamsley, Senior Vice President for Advancement

Tom Wamsley serves as senior vice president for Advancement at Virginia Tech, where he leads the University's efforts to deepen alumni engagement, expand philanthropic support, and elevate its national reputation. Appointed in August 2025, Wamsley brings almost 30 years of experience in development and advancement, including 20 years in higher education.

Prior to joining Virginia Tech, Wamsley was vice chancellor for Advancement at the University of Illinois Chicago (UIC) and senior vice president at the University of Illinois Foundation. At UIC, he led the University's most ambitious fundraising campaign, IGNITE, which closed at a record-breaking $803.4 million — 107 percent of its goal. Under his leadership, UIC secured the largest individual gifts in its history and expanded its advancement team significantly to support future campaigns.

Wamsley's career also includes serving as chief development officer at the University of Michigan's Stephen M. Ross School of Business, where his team raised $415 million during a university-wide campaign. He has held advancement roles at Wright State University, Antioch College, and the University of Dayton.

Known for his strategic vision and donor-centered approach, Wamsley emphasizes best-in-class stewardship, continuous improvement, and building empowered teams. His leadership style fosters innovation, professional growth, and a culture of excellence in advancement.

During his first year at Virginia Tech, Wamsley led the Advancement division to new heights, setting a single-year fundraising record for the University that included the single largest commitment ever to the University and the largest gift ever for Athletics. He also reimagined an integrated marketing and communications organization that is better structured, better resourced, and better positioned to elevate an already nationally recognized brand.

Wamsley holds a Bachelor of Arts in political science from Ohio University and an MBA from Wright State University. Outside of work, he is a competitive road cyclist and enjoys spending time with his wife, Libby — a former TV news anchor turned mystery author — and their three children.

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Blacksburg, Virginia

Nestled on a plateau between the Blue Ridge and Allegheny mountains in Virginia's New River Valley, Blacksburg is a vibrant university town consistently recognized among the nation's best places to live. Home to more than 43,000 residents, the town combines the energy of a major research university with the charm, safety, and connectedness of a close-knit community.

Blacksburg offers an exceptional quality of life. Outdoor enthusiasts enjoy unparalleled access to the region's natural beauty, including the Appalachian Trail, Jefferson National Forest, and an extensive network of hiking, biking, fishing, climbing, and kayaking destinations. The town's moderate climate and ready access to green spaces support year-round recreation and community activities.

Located approximately 45 minutes from Roanoke, the cultural and economic hub of Southwest Virginia, Blacksburg benefits from proximity to regional transportation, healthcare, arts, and entertainment amenities while maintaining its distinctive identity as a welcoming, intellectually stimulating, and scenic place to call home.

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Procedure for Candidacy

All applications, nominations, and inquiries are invited. Applications should include, as two separate documents, a CV or resume and a letter of interest addressing the themes in this profile.

WittKieffer is assisting Virginia Tech in this search. Credential review has begun, and the position will remain open until an appointment is made.

Application materials and nominations should be submitted using WittKieffer's **candidate portal**.

Nominations and inquiries can be directed to:

Suzanne Teer, Ashlee Musser, and Jenna Brumleve

VirginiaTechMarcommVP@wittkieffer.com

The salary that Virginia Tech reasonably expects to pay for this position is $323,000 - $350,000.

This is an on-site position based at Virginia Tech's Blacksburg main campus and classified as AP Faculty. The University is unable to sponsor work visas for this position. Candidates must have the ability and willingness to travel using standard, commercial, and/or personal modes of transportation and to work nights and weekends and participate in college or university programs when necessary.

Virginia Tech does not discriminate against employees, students, or applicants on the basis of age, color, disability, sex (including pregnancy), gender, gender identity, gender expression, genetic information, national origin, political affiliation, race, religion, sexual orientation, or military status, or otherwise discriminate against employees or applicants who inquire about, discuss, or disclose their compensation or the compensation of other employees or applicants, or on any other basis protected by law. For inquiries regarding non-discrimination policies, contact the Office of Civil Rights Compliance and Prevention Education at 540-231-2010 or Virginia Tech, 220 Gilbert Street, Suite 5200, Blacksburg, VA 24061.

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