



## Vice Chancellor for Marketing & Communications

### Leadership Profile

December 2025



*WittKieffer*

## Executive Summary

The University of Wisconsin–Milwaukee (UWM) seeks a visionary **Vice Chancellor for Marketing & Communications** to join the Chancellor’s Cabinet and report directly to newly appointed Chancellor Thomas Gibson. This strategic leader will play a pivotal role in shaping UWM’s future by advancing its reputation, brand, and impact in alignment with the university’s mission, guiding values, and the bold Make Waves vision—a commitment to innovation, research excellence, and transformative student experiences.

As the chief architect of UWM’s marketing and communications strategy, the Vice Chancellor will lead a dynamic division of nearly 40 professionals with a \$5M budget, driving initiatives that elevate UWM’s profile as a Carnegie “Very High Research Activity” institution. The role demands a forward-thinking approach to storytelling, digital engagement, and emerging technologies to connect with diverse audiences including prospective and current students, alumni, community partners, and external stakeholders.

A central focus will be enrollment growth, retention, and student success, achieved through close collaboration with Academic Affairs and Strategic Enrollment Management & Student Success. The Vice Chancellor will champion integrated campaigns that inspire students to join UWM, persist through graduation, and thrive beyond. The role will oversee the creation of storytelling that elicits alumni pride, leads to philanthropic and private giving, and supports athletics. Additionally, this leader will ensure robust internal communications, foster a unified campus culture, and provide decisive leadership in crisis and issues management.

The Vice Chancellor will develop and implement a comprehensive, proactive marketing and branding strategy that reflects UWM’s values and aspirations, while overseeing editorial direction, design, and production across digital, print, and media platforms. This includes leveraging partnerships—such as professional sports teams, the city, county and metropolitan area and regional organizations—to amplify UWM’s visibility and reputation. The role also anticipates emerging trends in media and technology, positioning UWM at the forefront of innovation in higher education marketing.

Serving as a trusted advisor to the Chancellor and senior leadership, the Vice Chancellor will provide strategic counsel on reputation management, advocacy, and critical issues, while acting as an institutional spokesperson when needed. This executive will lead with vision, promoting a culture of care, trust, and high performance within the division, mentoring staff, and ensuring accountability through measurable performance indicators and outcomes.

Collaboration is key: the Vice Chancellor will work closely with academic and enrollment divisions to align marketing strategies with institutional priorities, foster strong relationships across UWM’s decentralized structure, and represent UWM in system-wide and community partnerships. Ultimately, this leader will make waves by amplifying UWM’s story, driving enrollment and engagement, and positioning the university as a beacon of research, innovation and inclusive excellence.

To succeed, the Vice Chancellor will be a dedicated team player, builder, and partner, in addition to being extremely adept at leading through influence, empathy, and consensus-building. A bachelor’s degree is required; a master’s degree in marketing, communications, public relations, higher education, or a related field is preferred. The next Vice Chancellor will have successfully demonstrated leadership within a large, complex organization, including in higher education, public/private industry, and/or a nonprofit environment.

To submit a nomination or express personal interest in this position, please see Procedure for Candidacy on page 17.

## Role of the Vice Chancellor for Marketing & Communications

The Vice Chancellor for Marketing & Communications reports directly to the Chancellor and provides leadership for UWM's marketing, strategic communication, web, digital, print, and copy services. This executive role works in alignment with and in support of UWM's mission, vision, and guiding values by advancing the university's reputation and brand, supporting revenue growth, and securing financial resources and advocacy support. A significant focus of the role is driving growth of student enrollment, retention, and graduation, working closely and is aligned with the Divisions of Academic Affairs and Strategic Enrollment Management & Student Success on marketing actions.

The Vice Chancellor leads, develops, and implements comprehensive marketing, communications, and branding strategies to engage multiple audiences, including prospective and current students, alumni, community partners, and external stakeholders. This includes leveraging emerging technologies and storytelling to highlight faculty and staff achievements, research initiatives, and the university's Carnegie Classification as a "Very High Research Activity" institution. The Vice Chancellor also directs internal communications to foster a cohesive, well-informed university community and provides leadership in crisis and issues management.

The position leads the Division of Marketing & Communications, which has nearly 40 marketing and communications professionals and a \$5M budget.

The Vice Chancellor will have a unique opportunity to expand the marketing budget in alignment with the 2030 Action Plan's strategic priorities. This role will be pivotal in ensuring the team is positioned for success during this exciting period of growth and ensure that the university has the capacity to broaden the university's reach and engage new audiences. This important work is strongly supported by the chancellor and university leadership, underscoring its significance to the institution's future.

The Vice Chancellor is responsible for measuring the effectiveness of all strategies by setting clear performance indicators and, ultimately, meeting or exceeding them. The division includes oversight of the following units:

- Strategic Communications
- Integrated Marketing and Communications
- Web and Mobile Services
- Print and Copy Services
- Licensing

### Strategic Communications, Marketing, Brand, and Media Relations

- Lead crisis and issues management planning and rapid-response messaging to deal with critical events.
- Develop and implement a comprehensive and proactive university-wide marketing, communications, and branding strategy that supports UWM's strategic priorities, values, and aspirations.
- Oversee the editorial direction, design, and production of publications, web presence, digital media initiatives, advertising, communications, media interactions, and print and copy services to create dynamic, authentic, and engaging content and materials that reflect UWM's brand, reputation, and value proposition.
- Oversee the licensing and marketing partnerships, including professional sports teams, the city, the county and other regional partners, to advance UWM's brand and reputation.
- Identify, create, and leverage opportunities to promote UWM's visibility, engagement, and connection with internal and external audiences through campus events, advancement, external relations, government relations, and alumni connection efforts.

- Anticipates emerging trends in media, marketing, and communications, leveraging technology and innovation to enhance UWM's visibility and engagement.
- Serve as an institutional spokesperson as needed.

### Advisor to the Chancellor and University Leadership

- Provide strategic counsel on reputation management, communications, and critical issues to senior leaders.
- Support the Chancellor and leadership team with analytics, strategy, and messaging for advocacy meetings and initiatives seeking increased resources and support.

### Leadership

- Provide vision and leadership for UWM's integrated marketing and communications, including web, print, and copy services.
- Direct the Division of Marketing & Communications, overseeing personnel, programs, space, and budget consistent with UWM's policies and procedures.
- Establish and track performance indicators for divisional units, track outcomes, and report results, including revenue generation where possible.
- Promote a culture of care, trust, and high performance within the division.
- Supervise, mentor, and develop personnel to maximize professional growth and team effectiveness.

### Collaborative Partnerships

- Collaborate with the Divisions of Academic Affairs and Strategic Enrollment Management & Student Success to develop marketing, communication, and branding strategies that enhance UWM's program visibility, drive enrollment, and support funding initiatives.
- Establish effective alignment, collaboration, communication, and strong relationships between UWM schools, colleges, and divisions to advance communication, marketing, and branding objectives.
- Work effectively in a decentralized organizational structure, including collaboration and shared governance.
- Serve as UWM's liaison to the Universities of Wisconsin on system-led initiatives and external community partnerships related to marketing and branding and communications.



## Opportunities and Expectations for Leadership

The Division of Marketing & Communications includes nearly 40 professionals and a \$5M budget, with potential for growth aligned to UWM's 2030 Action Plan. The Vice Chancellor will mentor and develop staff, foster a culture of creativity and accountability, and introduce operational efficiencies that accelerate delivery and impact. By setting clear performance indicators and measuring outcomes, this leader will ensure the division operates as a strategic driver of institutional success. In addition, the Vice Chancellor will be expected to:

### **Shape a Bold, Unified Brand for UWM**

UWM's Make Waves vision calls for a compelling, integrated brand that reflects its research excellence, innovation, and student-centered mission. The Vice Chancellor will lead efforts to define and articulate a clear, authentic brand framework that resonates with diverse audiences from prospective students and alumni to community partners and policymakers. This includes showcasing transformative student experiences through strategic storytelling across all channels, that elicits alumni pride, leads to philanthropic and private giving, and supports athletics.

### **Drive Enrollment Growth and Student Success**

Enrollment and retention are central priorities for UWM's future. The Vice Chancellor will partner closely with Academic Affairs and Strategic Enrollment Management & Student Success to design and execute integrated marketing campaigns that attract, enroll, and retain students. These efforts will leverage data-driven insights, digital engagement strategies, and targeted messaging to reach traditional, nontraditional, and online learners.

### **Modernize Digital Strategy and Technology**

The digital landscape is advancing at an unprecedented pace, and UWM must set the standard for innovation rather than follow trends. The Vice Chancellor will advance a comprehensive digital marketing strategy that ensures UWM's web and mobile platforms deliver an exceptional user experience and reflect the university's brand consistently. Modernizing technology and processes will be essential to improving efficiency and impact.

### **Strengthen Internal Communications and Campus Culture**

A unified, well-informed campus community is critical to UWM's success. The Vice Chancellor will implement robust internal communications strategies that foster transparency, collaboration, and alignment across UWM's decentralized structure. By building strong relationships with schools, colleges, and administrative units, this leader will create a culture of shared purpose and trust ensuring that faculty, staff, and students feel connected to UWM's mission and priorities.

### **Lead Crisis and Issues Management with Confidence**

In today's environment, proactive and coordinated crisis communications are essential. The Vice Chancellor will establish clear protocols for rapid-response messaging, serve as a trusted advisor to the Chancellor and senior leadership, and act as institutional spokesperson when needed. This leader will anticipate risks, prepare comprehensive plans, and ensure UWM communicates with clarity and confidence during critical events, protecting the university's reputation and reinforcing stakeholder trust.

### **Expand Partnerships and Amplify UWM's Visibility**

UWM's location in Milwaukee offers unique opportunities to build partnerships that strengthen the university's brand and impact. The Vice Chancellor will leverage relationships with professional sports teams, regional organizations, and community leaders to increase UWM's visibility and engagement. These partnerships will

support enrollment, advancement, and advocacy efforts while positioning UWM as a vital contributor to the region's economic and cultural vitality.



## Professional Qualifications and Personal Qualities

University of Wisconsin-Milwaukee seeks a strategic, creative, and distinguished marketing and communications leader with proven experience enhancing the reputation of global brands, a deep understanding of higher education and its societal impact, and the capacity to promote UWM's mission.

A bachelor's degree is required; a master's degree in marketing, communications, public relations, higher education, or a related field is preferred. The next Vice Chancellor will have successfully demonstrated leadership within a large, complex organization, including in higher education, public/private industry, and/or a nonprofit environment.

In addition, the ideal candidate will possess the following characteristics:

### Minimum Qualifications:

- Proven experience in strategic communications, brand management, marketing, or public relations across multiple media platforms.
- Demonstrated leadership in developing, executing, and communicating organizational strategies that align with university goals.
- Experience managing budgets, fiscal planning, and resource allocation, as well as supervising and developing personnel.
- Experience advising executives on sensitive, high-visibility, or crisis situations.
- Exceptional critical thinking, writing, speaking, interpersonal, and intercultural communication skills.

### Preferred Qualifications:

- Experience working on strategic enrollment, retention, and student success marketing initiatives.
- Experience working within a large higher education institution, a large university/college system, or a large K-12 institution.
- Proven ability to work effectively in a decentralized organizational structure, including collaboration in a shared governance environment.
- Demonstrated success in creating, implementing, and measuring multi-channel, integrated marketing campaigns that achieve strategic goals.
- Experience leading brand strategy, creative development, digital and social media initiatives, and programs to drive engagement.
- Technologically savvy and innovative, with a record of anticipating and embracing new trends and tools in media, marketing, and communications.
- Strong organizational, analytical, and problem-solving skills, including experience using data to drive decisions and measure impact.
- Experience fostering partnerships and collaborating with diverse internal and external stakeholders.
- Experience working with and serving diverse populations.
- Experience advising leaders on sensitive or high-visibility issues.

# About University of Wisconsin-Milwaukee

## Overview

The University of Wisconsin-Milwaukee (UWM), Wisconsin's second-largest university, delivers a life-changing, high-quality education to 23,000 students from more than 80 countries every year. We embrace our unique dual mission of performing world-class research and ensuring college access for students from all backgrounds. UWM is one of 187 top research institutions recognized as an R1 doctoral university by the Carnegie Classification of Institutions of Higher Education. In addition, UWM is one of about 200 institutions who have received the Community Engagement Classification from the Carnegie Foundation for the Advancement of Teaching. In 2025, UWM was recognized by Carnegie for its "Student Access and Earnings" ranking. This combination puts UWM among a select group of about 30 institutions that have achieved these multiple Carnegie classifications.

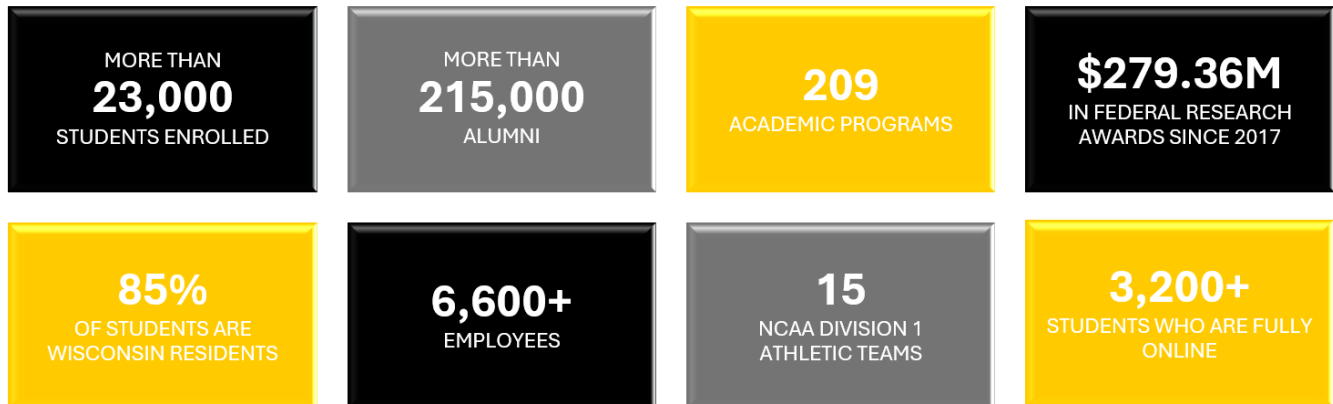
The university's reach goes well beyond its beautiful 90+-acre main campus. As part of the Universities of Wisconsin, UWM is an indispensable driving force for the state's economy. We're a key player in Milwaukee 7; a regional collaborative focused on enhancing the economic well-being of Milwaukee and southeast Wisconsin's seven counties. The UWM Lubar Entrepreneurship Center is a powerful resource for innovators and creative minds, as well as the Wisconsin home of the National Science Foundation's I-Corps program. We partner with leading companies in Wisconsin and beyond to advance knowledge, bring new discoveries to market, and prepare students to work in a global economy. That reputation is why Microsoft chose to house the nation's first manufacturing-focused AI Co-Innovation Lab at the Connected Systems Institute. And of our nearly 216,000 alumni, more than 80% of those who graduated in the last five years have remained in Wisconsin to live, work, and help their communities thrive. They also cheer for UWM's 15 NCAA Division 1 athletic teams, including our tradition-rich basketball, baseball, and soccer programs.



Students remain at the heart of UWM's mission, and 43% of them are the first in their families to attend college, while a third are Pell eligible and a quarter are from historically underrepresented minority groups. The university's commitment to student success and closing equity gaps includes the Milwaukee Tuition Promise, which provides "last dollar" financial aid after federal and state grants to students whose families earn less than \$62,000 annually. We're also Wisconsin's leader in educating veterans, and we're consistently recognized as one of the nation's best universities for military-related students and LGBTQ+ students. UWM has several partnerships with other local and regional educational institutions to improve the success of all students. Prime examples include our M<sup>3</sup> (pronounced M-Cubed) initiative with Milwaukee Public Schools and Milwaukee Area Technical College, as well as co-founding the 17-member Higher Education Regional Alliance. Put it all together, and it's easy to see why the Princeton Review named UWM a Best Midwestern University, while U.S. News & World Report awarded a top national ranking to UWM's online bachelor's programs.



## UWM Fast Facts



### Students

- 19,217 undergraduate students
- 3,887 graduate students
- Students from 50 states and 86 countries
- 43% of undergraduates are first-generation college students
- 1,244 veterans and military-related students enrolled

### Academics

- 102 graduate programs
- Largest and top-rated online education program in Wisconsin
- 4,900 degrees awarded in 2024-25
- 81.74% of graduates in the last five years live in Wisconsin

### Research

- R1 listing by Carnegie Classification of Institutions of Higher Education
- 215 patents
- 1,000+ annual undergraduate research opportunities

### Community Engagement

- Students volunteer for more than 42,000 hours annually
- Received Carnegie Classification for Community Engagement
- Recognized as Carnegie Classification for Student Access and Earnings (new in 2025)

### Athletics

- 7 Horizon League all-sports trophies
- 68 NCAA Tournament appearances
- 158 conference championships
- 300+ student-athletes

- 50 consecutive semesters, student-athletes have collectively earned a GPA of at least 3.0

## Finance

- \$11,768 undergraduate tuition for Wisconsin residents
- 66% of degree-seeking undergraduates receive financial aid
- \$337 million in assets held by UWM Foundation

## Research

UWM is one of the nation's top 187 research universities, recognized by the Carnegie Classification of Institutions of Higher Education. The coveted R1 status reflects the depth and breadth of our work across dozens of doctoral programs. It's also a testament to our diverse array of research institutes, including the Humanities-focused Center for 21st Century Studies, the industry/academia collaborations of the Connected Systems Institute, and the freshwater focus of the Center for Water Policy. Our discoveries transform lives and fuel the region's economy. UWM prides itself on engaging its undergraduate students in research, and hundreds of them participate every year with help from our Office of Undergraduate Research.

UWM is a public urban research university whose research impacts:

- **Foundational knowledge in the sciences and humanities:** UWM's research delves deep into fundamental questions to transform our understanding of the universe, the planet, human biology, and the human condition.
- **Equitable local and global urban communities:** UWM's research engages communities to improve outcomes and create opportunities for others.
- **Innovative arts, industry, and technologies:** UWM's research transforms our society by engineering solutions to complex problems and creating new forms of art and design.
- **Sustainable environment and infrastructure:** UWM's research protects our Great Lakes resources and creates sustainability through its strong focus on water, energy systems, and innovative design solutions.
- **Healthy people and populations:** UWM's research enhances quality of life by improving physical and mental health interventions, disease prevention strategies, and public health policies.

## Community Engagement

UWM earned the prestigious Carnegie Classification for Community Engagement in 2015 and maintained that designation. The continuing recognition is a direct result of concrete evidence that UWM's community engagement efforts are well-integrated, pervasive, and sustainable. Its community partners include more than 130 nonprofit organizations and government agencies, and the university offers more than 55 service-learning courses.

**Inclusivity Statement:** UWM celebrates, values, and promotes the different voices and experiences of our students, employees, and community partners. We believe differences enrich and strengthen our university. UWM is committed to providing equitable access to opportunities for students and employees from every background. We aspire to create a campus climate that is welcoming to all.

**Land Acknowledgement:** We acknowledge in Milwaukee that we are on traditional Potawatomi, Ho-Chunk, and Menominee homeland along the southwest shores of Michigami, North America's largest system of freshwater lakes, where the Milwaukee, Menominee, and Kinnickinnic rivers meet and the people of Wisconsin's sovereign Anishinaabe, Ho-Chunk, Menominee, Oneida, and Mohican nations remain present.

**Mission:** To fulfill its mission as a major urban doctoral university and meet the diverse needs of Wisconsin's largest metropolitan area, the University of Wisconsin-Milwaukee must provide a wide array of degree programs, a balanced program of applied and basic research, and a faculty active in public service. This requires the pursuit of several mutually reinforcing academic goals:

- Developing and maintaining high-quality undergraduate, graduate, and continuing education programs appropriate to a major urban doctoral university.
- Engaging in a sustained research effort that will enhance and fulfill UWM's role as a doctoral university of academic and professional excellence.
- Continuing to develop a balanced array of high-quality doctoral programs in basic disciplines and professional areas.
- Attracting highly qualified students who demonstrate the potential for intellectual development, innovation, and leadership for their communities.
- Furthering academic and professional opportunities at all levels for women, minority, part-time, and financially or educationally disadvantaged students.
- Establishing and maintaining productive relationships with appropriate public and private organizations at the local, regional, state, national, and international levels.
- Promoting public service and research efforts directed toward meeting the social, economic, and cultural needs of the state of Wisconsin and its metropolitan areas.
- Encouraging other Universities of Wisconsin and educational institutions and agencies to seek benefits from UWM's research and educational resources, such as libraries, special collections, archives, museums, research facilities, and academic programs.
- Providing educational leadership in meeting future social, cultural, and technological challenges.

**Vision:** The University of Wisconsin-Milwaukee's vision is to be a top-tier research university; the best place to learn and work for students, faculty, and staff; and a leading driver for sustainable prosperity. UWM will realize this vision through a commitment to excellence, powerful ideas, community and global engagement, and collaborative partnerships.

**Strategic Framework:** The 2030 Action Plan provides the strategic framework for UWM to advance student success and fulfill our dual mission as a research and access university. It will ensure that UWM continues its crucial role in enhancing and improving the quality of life for everyone in southeastern Wisconsin. The plan features four pillars or commitments that reinforce UWM's mission and vision. All commitments incorporate UWM's broader efforts toward inclusive excellence and fostering a culture of care within our Panther community.

The four commitments are:

- Students' Academic and Personal Journey
- Positive Employee Experience
- Research, Innovation & Community Impact
- Fiscal Sustainability & Economically Anchoring Southeastern Wisconsin

## Academics

UWM offers 209 degree programs with classes taught by faculty members who are recognized as worldwide experts in their fields. We're also home a large online education program, offering more than 900 classes and 53 fully online certificate and degree programs. In fact, U.S. News & World Report ranks UWM 32<sup>nd</sup> nationally for its

online bachelor's degree programs. The university is home to the state's largest collaboration of health sciences, nursing, and public health programs through its Partners for Health initiative. We also have one of the world's top film programs, the state's largest school of education, Wisconsin's only school of architecture, and the state's only bachelor's program in ASL/English interpretation. Other major programs include business, engineering, psychology, and information studies, as well as world-class programs in the arts and humanities. In addition, UWM offers a range of programs for lifelong learners of all ages, such as certificates for professionals, class auditing opportunities for retirees, and pre-college summer programs for students in grades K-12.



## Colleges and Schools

**The College of the Arts & Architecture** offers outstanding training for visual and performing artists, architects, and urban planners, including internship and performance opportunities. It includes the School of Architecture & Urban Planning and Peck School of the Arts.

**The Lubar College of Business** develops the business leaders of tomorrow through highly regarded programs led by outstanding teacher-scholars and enhanced by real-world learning with industry partners across Wisconsin.

**The College of Community Engagement & Professions** develops informed, engaged, and empathetic professionals through the School of Education, Helen Bader School of Social Welfare, and School of Information Studies.

**The College of Engineering & Applied Science** provides engineering students with the skills and connections to build their careers through research and collaborations with industry.

**The School of Freshwater Sciences** is the only school in North America dedicated solely to freshwater sciences. It offers a wide range of research experiences, internships, and fellowships in the water technology industry, as well as with public policy organizations and federal and state governments.

**The College of Health Professions & Science** offers an array of nationally recognized, highly ranked certificate, bachelor's, master's, and doctoral programs through the School of Biomedical Sciences & Health Care Administration, the School of Nursing, and the School of Rehabilitation Sciences & Technology.

**The College of Letters & Science** includes more than 95 academic programs in the humanities, natural sciences, and social sciences. It is the campus leader in research funding and expenditures, driving UWM's status as a top-tier research university.

**The Joseph J. Zilber College of Public Health** is Wisconsin's only nationally accredited school of public health. It is committed to advancing population health, health equity, and social and environmental justice.



## Leadership

### Thomas Gibson, Chancellor



Thomas Gibson became chancellor of the University of Wisconsin-Milwaukee (UWM) in July 2025, following a distinguished career in higher education leadership. He brings a deep commitment to student success, academic excellence, community engagement, and financial sustainability. Chancellor Gibson is focused on advancing UWM's three-part mission of performing powerful research, offering access to higher education, and engaging with the community in meaningful ways.

Prior to joining UWM, he served as chancellor of the University of Wisconsin-Stevens Point from 2021 to 2025, where he also served as professor of education in the School of Education. At UW-Stevens Point, he led the university through a period of strategic growth and transformation, achieving four consecutive years of enrollment increases, eliminating an \$8 million structural deficit, and securing a record-setting \$10 million gift to establish the Sentry School of Business and Economics. He also championed the creation of the Central Wisconsin AI Resource Center and the Skyward Internship Center, both designed to enhance workforce readiness and regional economic development.

Earlier in his career, Chancellor Gibson served as vice president for student affairs and vice provost at Bowling Green State University, where he led initiatives that improved student retention and raised over \$8 million in philanthropic support. He has also held leadership roles at Ball State University, York College, and Queens College, both part of the City University of New York, and the University of Connecticut at Stamford. He has taught courses on topics related to higher education administration, including student retention, and he currently serves as a faculty member of the AGB Institute for Leadership & Governance in Higher Education.

A proud first-generation college graduate, Chancellor Gibson holds a doctorate in educational leadership in higher education administration from Johnson & Wales University, a master's degree in education from the University of New Haven, and a bachelor's in mass communication with a minor in English and contemporary drama from Eastern Connecticut State University. In recognition of his leadership and service, he was awarded an honorary Doctor of Humane Letters by his undergraduate alma mater in 2023.

Aligned with his educational background and past experience, Chancellor Gibson is a tenured professor in administrative leadership in UWM's College of Community Engagement & Professions within its School of Education.

Chancellor Gibson understands the important role UWM plays in our city, state, and beyond, and his leadership is grounded in a belief that higher education is a transformative force for individuals and society alike.

## Milwaukee, Wisconsin

Sitting on the shores of beautiful Lake Michigan, Milwaukee is a vibrant city with a friendly, small-town feel. Summer in Milwaukee is celebrated with outdoor festivals, a 24-hour bike race, sunny days on picturesque beaches, and a wide variety of food trucks. Fall is an ideal time to tour some of the city's historic architecture or take a nature walk along one of its many trails. Winter is perfect for ice skating downtown and enjoying a restaurant scene that has garnered multiple James Beard awards. The Milwaukee area is home to six Fortune 500 companies, and Forbes named Milwaukee one of the best cities for college students and recent graduates in 2024. The metro area's key industries include manufacturing, energy, power and controls, water technology, and medical technology. Its growing tech industry has a strong focus on data science, and a big reason is the Northwestern Mutual Data Science Institute, a partnership among UW-Milwaukee, Marquette University, and Northwestern Mutual.

The Milwaukee skyline benefits from new developments and a rich architectural heritage that has been carefully preserved. Each September, dozens of historic and landmark buildings are open to the public as part of Doors Open Milwaukee, including an entire block of homes designed by noted architect Frank Lloyd Wright. Once dominated by German and Irish immigrants, the city is now among the nation's most diverse. It has strong Black, Hispanic, and LGBTQ+ communities and has consistently scored 100 on the Human Rights Campaign's Municipal Equality Index since 2018. Recognized as a top travel destination by national media like Condé Nast Traveler and National Geographic, Milwaukee hosts over 100 festivals annually, including the world's largest celebration of Irish culture and Summerfest, billed as the world's largest music festival. The city's performing arts scene includes dozens of community arts organizations and is led by the renowned Milwaukee Repertory Theater and Milwaukee Symphony Orchestra. The Milwaukee Art Museum houses more than 30,000 works, which is perhaps best known for its iconic 2001 addition designed by Spanish architect Santiago Calatrava. The city has a longstanding passion for professional sports and is home to MLB's Milwaukee Brewers and the NBA's Milwaukee Bucks, led by global superstar Giannis Antetokounmpo. The legendary Green Bay Packers are less than two hours away. Fans also cheer for tradition-rich clubs like minor league hockey's Milwaukee Admirals and indoor soccer's Milwaukee Wave. Outdoor enthusiasts can enjoy more than 150 parks, 1,400 acres of beaches and parkland adjacent to water, and the 135-mile Oak Leaf Trail, which is paved for biking and rollerblading. The Milwaukee Community Sailing Center and Milwaukee Rowing Club offer programs for adults and children. Milwaukee's blend of culture, history, and outdoor activities makes it an attractive place to live and work. With a lower cost of living than the national average, the city provides an affordable and enriching environment for individuals and families to thrive. The visitor's guide can be found [here](#).





## Procedure for Candidacy

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

WittKieffer is assisting University of Wisconsin-Milwaukee in this search, which will remain open until an appointment is made.

Application materials should be submitted using WittKieffer's [candidate portal](#).

Nominations and inquiries can be directed to:

**Melissa Fincher and Jenna Brumleve**

**[UW-MilwaukeeVCMarComm@wittkieffer.com](mailto:UW-MilwaukeeVCMarComm@wittkieffer.com)**

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