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## EXPERIENCE

### **Director of Public Relations**

#### **Harvey Mudd College, Claremont 2003-present**

Responsible for the activities of the Office of Public Relations and its staff in developing and enhancing the visibility of the college regionally, nationally and with selected constituents. These activities are performed via external and internal communications, media relations and the college website. As chair of the Web Task Force, led a college-wide website development project in 2006-07. Serve as a member of the Strategic Planning Steering Committee, Emergency Management Committee, Incident Management Team and search committee for vice president for admission and financial aid.

### **Director of Communications and Marketing**

#### **Mount St. Mary's College, Los Angeles 1999-2003**

Managed activities of the Office of Communications and Marketing at 2,200-student, two-campus regional college; external and internal communications and publications; community relations; marketing research; advertising; media relations and campus news bureau; government relations; Website content and design; speech writing and consultant to the president. Led two projects to redevelop the college website.

### **Director of Marketing and Communications**

#### **Claremont Graduate University, Claremont 1995-1999**

Managed activities of the Office of Marketing and Communications at this comprehensive graduate university comprising eight schools and centers and 21 academic programs; external and internal communications and publications; media relations; advertising; website content and design.

### **Director of Marketing Communications**

#### **Health Data Sciences Corp., San Bernardino 1993-1995**

Managed marketing communications activities and staff for this international developer and supplier of healthcare information systems, including advertising, media relations, trade show graphics and logistics, external and internal communications and user group activities.

### **Director of Sales and Marketing**

#### **Color Images Systems, Riverside 1988-1993**

Managed sales and marketing activities for this professional photo laboratory that served regional businesses and professional photographers.

### **Owner**

#### **Davidson Publishing Co., Redlands 1987-1988**

Published *Echelon*, a bicycle racing magazine.

## **EDUCATION**

### **Certificate in Executive Management (emphasis in marketing)**

Peter F. Drucker Graduate School of Management  
Claremont Graduate University

### **B.A., Commercial and Illustration Photography (honors in business and writing)**

Brooks Institute of Photography, Santa Barbara

### **B.A., Sociology and English**

University of Redlands

## **AFFILIATIONS AND ACTIVITIES**

Member, board of directors, University of Redlands Alumni Association

Member, Public Relations Society of America

Member, Public Relations Society of America, Inland Empire

Member, American Marketing Association

Member, California Inland Counties American Marketing Association

Member, Centennial Pacesetters Society, University of Redlands

Member, Town and Gown, University of Redlands

Member, Kappa Sigma Sigma Alumni Association, University of Redlands

Member, board of directors and public relations manager, Bicycle Commuter Coalition  
of the Inland Empire

Member, HealthNet/Citrus Valley Velo bicycle road racing team

Member, Brooks Institute of Photography Alumni Association

Member, Communicators for Higher Education

Member, Galileo Society, Harvey Mudd College

Contributing photographer, iStockphoto.com

Member, Council for Advancement and Support of Education (CASE)

Member, Redlands Fund Leadership Committee, University of Redlands 2006

Judge, CASE national Circle of Excellence awards 2006

Member, board of directors, Communicators for Higher Education 2003-2005

Co-chair, communications track, CASE District VII annual conference 2003

Judge, CASE District VII Awards of Excellence 2003

Member, Rotary Club of Los Angeles (Rotary V) 2001-2003

Past president, Toastmasters Club 2593, San Bernardino

## **AWARDS AND ACHIEVEMENTS**

Silver medal, Southern California/Nevada Cycling Association criterium championships 2006

Third place, Southern California/Nevada Cycling Association SoCal Cup (best overall rider) 2006

State champion, Southern California/Nevada Cycling Association team time trial championships 2005

Silver medal, Southern California/Nevada Cycling Association climbing championships 2005

Remarkable Service Award, Mount St. Mary's College 2004

Speaker of the Year, Toastmasters Club 2593 1995