University Communications and Marketing

KEVIN M. GUSKIEWICZ
President
Michigan State University

HEATHER C. SWAIN
Vice President and
Chief Marketing Officer

EMILY GERKIN GUERRANT
Vice President and
Chief Communications Officer

University Trademarks & Licensing

- REVENUE GROWTH & BRAND STEWARDSHIP
- LICENSING PROGRAM MANAGEMENT
- TRADEMARK PROTECTION & MANAGEMENT

Marketing Operations & Innovation

CARMEN CRIST
Assistant Vice President

- DIGITAL EXPERIENCE
- ENTERPRISE MARKETING TECHNOLOGY
- ANALYTICS/INSIGHTS
- MARKETING OPERATIONS

Integrated Marketing

TODD CARTER
Associate Vice President

- MARKETING & BRAND STRATEGY
- RECRUITMENT MARKETING
- CONTENT STRATEGY & CREATIVE
- STRATEGIC PARTNER RELATIONSHIPS
- SOCIAL MEDIA STRATEGY & MANAGEMENT

Administration

- BUDGET
- HUMAN RESOURCES

Media & Public Information

- EXECUTIVE COMMUNICATIONS
- ISSUES & CRISIS COMMUNICATIONS
- INTERNAL COMMUNICATIONS
- MEDIA RELATIONS
- PUBLIC RELATIONS & EARNED

As of 11.26