

MARK LANE

I am driven to increase the visibility and positive impact of an organization's brand and to encourage the professional growth and development of its communications and marketing team.

BY THE NUMBERS

- **25 years of communications and marketing experience** including **17 years in leadership roles in higher education and health care.**
- **More than 150 employees supervised** in communications, marketing and public relations; community, industry and media relations; employee and executive communications; digital and social media; and video, photography and creative services.
- Successfully **built 5 new communications departments** and **realigned 4 existing departments.**
- **Mentored and advanced the careers of 64 individuals** in communications, marketing, media and public relations; digital and social media; and video, photography and creative services.

LEADERSHIP STYLE

- Strategic
- Encouraging
- Direct and straightforward
- Keeps staff engaged and on board
- Sees the big picture and supporting details

AREAS OF EXPERTISE

- Brand identity development, increasing brand loyalty, rebranding
- Developing and leading communications and marketing strategies
- Building, improving and leading communications and marketing teams
- Providing strategic vision for digital platforms, including employee communications and brand communications

EXPERIENCE

Vice President for Communications and Marketing Augusta University

**July 2022 – Dec. 2024
Augusta, Georgia**

- As a member of the president's cabinet, responsible for shaping the university's brand identity by developing and leading strategic communications and marketing efforts to increase audience awareness, engagement and conversion for the institution – Georgia's flagship public health sciences university, home of Georgia's Cyber Innovation and Training Center, and one of the country's leading universities for student success.
- Launched a new brand identity built on the university's distinguishing characteristics, introduced an integrated university-wide marketing strategy that aligned with the university's new strategic plan, implemented improved processes and a new project management system, and established new measures of success through effective use of analytics.
- Realigned the 30-member communications and marketing team and developed a new mission and strategy to elevate the institution's reputation, increase student, faculty and staff recruitment and retention, and promote relationships with alumni, donors, and community and corporate partners.
- Year-over-year awareness, engagement and conversion results for 2023-2024 include:
 - 47% increase in owned, earned and paid brand content engagements and a 32% decrease in cost per engagement.
 - 30% increase in digital advertising conversions of prospective students and a 28% decrease in cost per conversion.

Associate Vice President for Communications University of Arizona Health Sciences

**June 2019 – June 2022
Tucson, Arizona**

- As a member of executive leadership, led an integrated and comprehensive brand strategy for the University of Arizona Health Sciences to elevate the influence of the institution, one of the top-ranked academic medical centers in the southwestern United States, with five colleges, 15 research centers, 4,000 students, 900 faculty members and \$220 million in research funding.
- Built a 27-member team consisting of brand communications, campus communications, corporate and community relations, creative services and brand management, and digital and interactive media.
- Led the development and launch of a new brand identity and supporting digital communications platforms to showcase written, visual and social media content targeting key audiences.

Assistant Vice President for Communications University of Texas Southwestern Medical Center

**April 2016 – April 2019
Dallas, Texas**

- As the senior communications leader, guided the development and execution of strategic communications and community relations programs and campaigns to enhance the brand reputation of UT Southwestern, one of the country's premier research institutions and academic medical centers, with three colleges, 11 research centers, 3,700 students, 2,800 faculty and \$520 million in research funding.
- Provided advice and support to institution leaders for the development of communications to multiple UT Southwestern audiences, including students, faculty, alumni, employees, patients, health care consumers, donors, the media and other stakeholders.
- Realigned 40-member staff and resources to effectively develop and execute communications and community relations, digital and social media, campus communications and photo/video content.

**Director, Communications and Public Relations
University of Texas Southwestern Medical Center**

**Nov. 2012 – March 2016
Dallas, Texas**

- As the inaugural communications leader, established communications and public relations for the Children's Research Institute at UT Southwestern, a first-of-its-kind joint venture between one of the country's leading academic medical centers and one of the top pediatric health systems.
- Developed the departmental mission and directed strategies and plans to build and market the institute's brand and elevate its standing among key audiences, including health care consumers, the media and general public, donors, and faculty, staff and students.

**Director, Marketing, Communications and External Affairs
North Texas Food Bank**

**April 2011 – Nov. 2011
Dallas, Texas**

- Created and launched new department for development and implementation of brand marketing and communications for the country's fourth-largest food bank to build loyalty, support and advocacy among key stakeholders, including corporate and individual donors, the media and general public, elected officials, and employees.

Writer

Dec. 2009 – Dec. 2010

- Wrote an introductory economics book covering basic principles within a Judeo-Christian context.

**Executive Director, Public Relations and Communications
Director, Media Relations and Public Affairs
Blue Cross and Blue Shield of Texas, Illinois, New Mexico and Oklahoma**

**June 2004 – Sept. 2009
March 1997 – May 2004
Dallas, Texas**

- Provided brand marketing, public relations and communications advice and support to executive leadership of \$40 billion highly matrixed, multistate corporation with 17,000 employees and more than 10 million health plan members.
- Led development and implementation of comprehensive corporate brand marketing, communications and public relations initiatives to build relationships and increase the parent company's brand identity and loyalty by targeting health care consumers, trade and consumer media, local and state community organizations, employees and civic leaders.
- Built and organized new department, directing executive communications, corporate brand marketing and public policy communications; community, industry and media relations; corporate citizenship and grassroots program development; issues advocacy and management; and writing, editing and creative services.
- Led collaborative efforts with business units, regional and subsidiary leadership to promote key messages, product and service initiatives, policy positions, and community and industry activities.
- Directed development of grassroots ambassador program; developed and implemented integrated corporate citizenship strategy.

EDUCATION

**Texas Tech University • Bachelor of Arts in Journalism • Magna Cum Laude
Strake Jesuit College Preparatory • Cum Laude**