



TEXAS TECH UNIVERSITY

Office of the President™

MEMORANDUM

DATE: July 25, 2019

TO: Faculty, Staff and Administrators

FROM: Lawrence Schovanec, President

RE: Chief Marketing and Communications Officer

Texas Tech is experiencing a time of growth and change presenting us with many significant opportunities. In order to capitalize on these opportunities, we will be looking for a Chief Marketing and Communications Officer (CMCO) with experience in brand advancement and strategic marketing who will help us promote Texas Tech in an innovative way to a national and global market. The CMCO will oversee the Communications and Marketing department that currently reports to me through my Chief of Staff and will serve as a member of the President's Executive Council. Chris Cook, who is a valued employee of Texas Tech, will continue to be a part of the department reporting to the CMCO.

A search committee, chaired by Jamie Hansard, Assistant Vice President for Enrollment Management, has been formed, and we have enlisted the services of an executive search firm to assist in identifying potential candidates.

We hope to bring candidates to campus for interviews in September 2019 and will communicate the dates and times of the forums once candidates are here in order to provide an opportunity for feedback.