



TEXAS TECH UNIVERSITY

Office of the President™

MEMORANDUM

DATE: October 21, 2019

TO: Administration, Faculty and Staff

FROM: Lawrence Schovanec, President

RE: Chief Marketing and Communication Officer

Please join me in welcoming Matthew Dewey as the Chief Marketing and Communication Officer at Texas Tech University. Matthew is currently the Senior Executive Director of Marketing and Communications for the Office of University Advancement at the University of Michigan. He begins his new role November 4.

In his role at Michigan, Matthew helped oversee the completion of a \$5 billion capital campaign, directing the strategy, planning and coordination of activities for more than two dozen university events around the world. He also served as a strategic communications adviser to several members of the university's administration. Matthew previously served as the Associate Vice President for Marketing and Communications in the Department of University Relations at Santa Clara University in California. Under his leadership, he and his staff led collaborative, campus-wide efforts for Santa Clara's 2020 strategic plan and comprehensive \$1 billion capital campaign.

Matthew is a 2001 graduate of the University of Notre Dame's Mendoza College of Business and was a member and captain of the Notre Dame Track & Field team. He is currently working on a master's degree in Integrated Marketing Communication in the Medill School of Journalism, Media and Integrated Marketing Communication at Northwestern University.

I would like to thank and commend search committee chair Jamie Hansard, members of the search committee, and Michel Frendian with Spelman Johnson for their thorough and diligent review of the candidates during this process.