Enterprise Marketing and Communications
Office of the Vice President

VP, Enterprise Marketing and Communications
Grant Heston

AVP, Public Relations
Michael Porter
- Director, VCU Health Public Relations
  - Danielle Pierce
- Director, VCU Public Relations
  - Brian McNeill
- Director, VCU News Operations
  - Tom Graham
- FOIA Officer
  - Michele Howell
- Executive Director, University Events & Strategic Ops
  - Amy Kelley
- Manager, Social Media Governance and Audit Quality
  - Donna Crawford

AVP, Brand Marketing
Kevin Best
- Asst VP, Content & Storytelling
  - Jennifer Carmean
- Director, Ascent Mgmt, Strategy & Media
  - Mary Ann De Biasi
- Sr Creative Director
  - Nathan Hanger
- Director, Photog & Video Production
  - Allen Jones
- Director, Digital Technologies
  - Pam Arnold
- Director, Trademark Licensing
  - Eric Hert

AVP, VCU Health Strategy & Marketing
Kendra Gerlach
1
- Sr Business Analyst
  - Katherine Pearse
- Sr Director, PR & Mktg Comms
  - Vacant
- Pauley Heart
  - Mktg Manager
  - Bianca Naidoo
- Hume-Lee Transplant PR & Mktg Manager
  - Caroline Ward
- Mktg & Comm Strategist, Tappahannock
  - Kim Van Sickel
- Signage/Wayfinding Specialist
  - Jason Muñoz
- Director, Video Production
  - Joe Kottenkuler

AVP, VCU Health Enterprise Communications
Carissa Etters
- Mktg Design Specialist
  - James Morrisard
- Mktg Design Specialist
  - Sharilyn Small
- Mktg Design Associate, CMH
  - Carrie Poythress
- Strategy & Mktg Manager, Enterprise
  - Nina Friar
- Sr Manager, Web Strategies
  - Vacant

Asst VP, VCU Health Enterprise Communications
Carissa Etters
- Employee Comms Manager
  - Pete Woody
- Physician/MCVP Comms Manager
  - Tia Freeman
- Sr Comms Specialist
  - Carrie Carroll
- Comms Specialist
  - Adam Austin
- Recruitment Mktg Specialist
  - Khanh Burks

Director, Strategic Initiatives
Camille Coy
- HR Administrator
  - Sherri Goodine
- Fiscal Specialist
  - Eliza Robinson
- Administrative Coordinator
  - Jann Arce
- Student Worker
  - Nick Moon

Director, VCU Health Public Relations
Danielle Pierce
- Director, VCU Health Public Relations
  - Aimee McNeill

Executive Director, Executive Communications
Chelyen Davis
- Executive Speechwriter
  - Teresa Oates-Swan

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1 - Dotted line reporting role to Nina Hobcroft, Chief Strategy Officer
2 - Dual reporting role to Robert Winn, M.D., Director, VCU Massey Comprehensive Cancer Center
3 - Dual reporting role to Kate Best, Interim Administrative Director, Hume-Lee Transplant
4 - Dual reporting role to Liz Martin, President, VCU Health Tappahannock Hospital
5 - Dual reporting role to Elias Neujahr, President, Children’s Hospital of Richmond at VCU
6 - Dual reporting role to David Litton, Interim Executive Director, Audit and Compliance Services

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