

# Christopher Nelson, MPA

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**Overview:** I'm an experienced team builder and strategic communications thought leader with 26 years of experience in higher education and academic health care. I recruit, optimize and run teams that create, execute and sustain strategies to advance the goals and protect the brands of universities and health care systems. I'm a graduate of the University of Utah's Executive Master of Public Administration Program and recipient of the university's Quintus C. Wilson Alumni Award (Department of Communication).

**Areas of expertise and interests include:** Strategic and crisis communication, brand development, media relations, team building, strategic storytelling, organizational message development, social media, content marketing, strategic event planning and management, industry and business community engagement, nonprofit board engagement and strategy, digital marketing and online fundraising strategy, grateful patient fundraising, and nonprofit administration.

**Gallup Strengthfinder Signature Themes:** Positivity, Relator, Winning Others Over (Woo), Communication, Individualization

## Work Experience, University of Utah, 1996-present

### Chief University Relations Officer and Secretary to the University, Aug. 2022-present

### Interim Chief Marketing Communications Officer, University of Utah, Aug. 2021-Aug. 2022

Responsibilities included oversight of combined 40+ person staff and \$5 million marketing budget with responsibility for communications, marketing, digital strategy and the university's licenses for PBS Utah (KUER) and NPR Utah (KUED).

### Communications Director and Chief Spokesperson, University of Utah, 2017-present

Responsibilities included management of a 10-member team with accountability for media relations, storytelling and content strategy, strategic communication, executive communication, community engagement, social media and employee communication.

### Executive Director, University of Utah Hospital Foundation, 2014-2017

Member of the hospital's executive leadership team with responsibility for fundraising and community engagement activities for University of Utah Hospital with a direct reporting relationship to the hospital CEO. Responsibilities included: managing a portfolio of key donors to the hospital and foundation; reimagining and executing an engagement and marketing strategy for the foundation's 30-member board of directors; planning, executing and marketing three major fundraising events each year; developing innovative and marketing and

communication strategies to enhance University Hospital's reputation in the community; and representing the foundation and hospital with Utah's business community.

**Assistant Vice President, Office of Public Affairs and Marketing – University of Utah Health Care** (and affiliated academic programs including the University of Utah School of Medicine, School of Dentistry, and colleges of nursing, pharmacy and health)

- **Assistant Vice President 2010-2014**
- **Director 2007-2009**
- **Associate/Interim Director 2004-2007**

Senior member of marketing and communications leadership team responsible for successful collaboration between 50-member Public Affairs, Clinical Marketing, Health Sciences Marketing, and Web/Digital Marketing teams representing a combined budget of over \$10 million. Directly responsible for leading 18-member team responsible for leveraging and protecting the University of Utah Health Care and University of Utah Health Sciences brand (including School of Medicine and colleges of nursing, pharmacy, dentistry and health) through coordinated local, trade and national media relations, content marketing, social media, employee communications, publications, and support of executive messaging.

**Public Relations and Marketing Manager, John A. Moran Eye Center, University of Utah, 2000-2004**

Responsible for developing, implementing, coordinating and tracking an integrated communication and marketing program for the University of Utah's John A. Moran Eye Center and its 10 satellite locations.

**Public Relations Specialist, University of Utah Health Sciences, 1996-2000**

Served as one of several media spokespeople for University of Utah Hospital, School of Medicine and health sciences programs. Additional duties included writing and producing the weekly health sciences center newsletter Pulse. Feature writer for health sciences center publications Health Sciences Report and Medical Update. Responsible for helping plan and implement community activities for University Hospital including 5K races and community health fairs.

## **Education**

- Master of Public Administration (Executive Program) University of Utah, 2016
- Graduate Certificate in Integrated Marketing Communications, University of Utah, 2002
- B.S. Mass Communication, University of Utah, 1996
- B.S. Political Science, University of Utah, 1996

## **Internships**

- Fall 1995, Intern, The White House Office of Public Liaison, The White House, Washington, D.C.
- Spring 1995, Newsroom Intern for 10 p.m. broadcast, KSL Television (NBC affiliate), Salt Lake City, Utah

- 1993-1995, Presidential Student Intern, President's Office, University of Utah