



**Director of Marketing  
Crummer Graduate School of Business, Rollins College  
Winter Park, Florida**

*“Overall, my action plan as the new dean of the Crummer Graduate School of Business at Rollins is to leverage the existing strengths of the school and the College, create new programs that meet the needs of students and industry partners, expand the school’s reach globally, and create a more welcoming and inclusive environment for students, faculty, and staff.”*

-Dean Anil Menon, Crummer Graduate School of Business

[Crummer Graduate School of Business, Rollins College](#), seeks a proactive and strategic marketer, passionate about making a difference, to shape the future of business education in the role of Director of Marketing. The Director of Marketing will translate data into action, build brand and craft compelling narratives that resonate deeply, and fuel success for each of Crummer’s five graduate business programs.

The Director of Marketing will confidently lead the Crummer Graduate School of Business marketing strategy to position the School as the leader in graduate business education. The position also provides strategic vision to promote Crummer’s brand domestically and globally while proactively engaging faculty, prospective and current students, alumni, donors, staff, as well as other internal and external partners and stakeholders. As a strategic marketer with a passion for storytelling, the Director of Marketing will partner closely with colleagues across admission, advancement, partner relations and business development, career services, and academic programs to extend the exceptional reputation of Crummer.

## **RESPONSIBILITIES**

The Director of Marketing will report to the new Dean of Crummer Graduate School of Business and serve on the dean's leadership team; the Director will also direct three professional staff to lead the charge in amplifying Crummer's unique value proposition through impactful campaigns and a vibrant brand identity. As the architect of strategies that captivate prospective students and propel enrollment, the new director will leave a lasting mark on the lives of future business leaders. Additionally, the Director of Marketing will execute the following key responsibilities:

**Brand Strategist:** Craft a distinctive, forward-thinking brand that reflects Crummer's dynamic spirit and academic excellence. Ensure every touchpoint, from the website to social media, tells a compelling story that resonates with diverse audiences.

**Enrollment Champion:** Develop data-driven marketing initiatives that cut through the noise in the market and capture the hearts and minds of prospective students. Think beyond traditional brochures and embrace innovative channels to showcase Crummer's transformative power. Through the use of creative and innovative marketing, increase enrollments in new and existing programs, across delivery modalities, program audiences, geographic regions and diverse student populations.

**Digital Maestro:** Orchestrate a robust online presence that positions Crummer at the forefront of business education in the digital age. Leverage SEO, social media, and cutting-edge tools to build a highly engaging and conversion-driven online experience.

**Storytelling Architect:** Weave compelling narratives that showcase the human face of Crummer – the vibrant community, the dedicated faculty, and the life-changing experiences that await students. Make prospective students see themselves thriving within our walls, achieving their dreams.

**Team Leader:** Foster a collaborative and results-oriented marketing team, empowering individuals to excel and contribute to collective success. Lead the marketing staff and establish an office culture which fosters professional development, collaboration, partnership and engagement within the community, transparency and accountability, data-informed decision making, strategic thinking and innovation, and an understanding of market forces.

## **QUALIFICATIONS, SKILLS, and ATTRIBUTES:**

The ideal candidate will possess a bachelor's degree with a minimum of seven years of experience and a proven track record of driving growth through strategic

marketing initiatives. In addition, the following job-related qualifications represent the skills and attributes an individual should possess:

**Marketing Expertise:** A deep understanding of both traditional and digital channels to translate insights into actionable campaigns. Knowledge of marketing trends, and best practices, as well as the capacity to understand the complex issues facing higher education, especially at the graduate level. A digital savviness to navigate the digital landscape with ease, mastering SEO, social media platforms, and the latest online marketing tools to build a dynamic and impactful online presence.

**Execution and Operations-Driven Decision Maker:** An ability to speak the language of analytics and leverage data to optimize campaigns, measure success, and make informed decisions that drive impact. Establish controls to consistently measure and monitor the effectiveness of marketing efforts and optimize and adjust strategies to align with Crummer's goals. Manage, evaluate, and maximize the effectiveness and reach of the marketing budget.

**Storytelling Prowess:** A knack for crafting narratives that resonate emotionally and connect with audiences on a deeper level. Ability to paint a vivid picture of Crummer's value proposition and inspire action.

**Mentor/Manager:** An enthusiasm to thrive in a collaborative environment, fostering open communication, mentorship, and a shared sense of purpose. Inspire and empower the marketing team to achieve their best. Demonstrate the capacity to coach, mentor, supervise, and retain a talented and motivated team.

**Passion for Education:** A belief in the transformative power of Crummer's programs and a drive to make a difference in the lives of current and future business leaders. Ability to flourish in a high-growth, fast-paced, professional, and entrepreneurial environment. A commitment and appreciation of Crummer's mission, history and culture of collaboration, partnership, excellence, and personalization. An authentic commitment to diversity, equity, inclusion, and belonging.

### **ROLLINS COLLEGE and the CRUMMER GRADUATE SCHOOL of BUSINESS**

Rollins College is recognized as the first college in Florida, founded in 1885 by New England Congregationalists who sought to bring their style of liberal arts education to the Florida frontier. Today, Rollins is a nonsectarian, independent, coeducational institution offering 30 bachelors degrees, 12 graduate degrees and programs.

The campus, which is host to Rollins College of Liberal Arts undergraduate programs, the Crummer Graduate School of Business, and the Hamilton Holt School of Professional Advancement and Graduate Studies, is located in Winter Park,

Florida, an attractive and historic residential community adjacent to the city of Orlando. Campus architecture features the distinctive Spanish-Mediterranean style and was named the No. 1 Most Beautiful College Campus by The Princeton Review, 2015-2016, and one of the 50 Most Amazing College Campuses by The Best Colleges, 2011-14. The campus has seventeen residential halls, a lakeside beach and walking paths on 80 acres situated on the shores of beautiful Lake Virginia. The campus is adjacent to the first-class dining, shopping, and entertainment options of Winter Park's famous Park Avenue.

Rollins College hosts twenty-two varsity athletic teams and nine athletic facilities, five fraternities, seven sororities, and more than 100 student organizations, ranging from social and cultural to service, special interest, and honorary. The community fosters exposure to artists and thought leaders from all disciplines who engage the community in substantive dialog and master classes on current educational, social, cultural, political, and economic themes.

Rollins College's commitment to excellence led to the creation of the Crummer School in 1957. Crummer was established as a graduate school of business in 1980, when the College and School made the decision to enroll only masters-level students in Crummer's full- and part-time programs. The School's Master of Business Administration (MBA) programs were designed for executives and working professionals, along with the more traditional two-year MBA for individuals at earlier career stages. In fall 2013, the School expanded its programs to the doctoral level with the launch of an Executive Doctorate in Business Administration (EDBA) program. Crummer is advised by an engaged Board of Overseers that includes Central Florida business leaders and alumni. Crummer alumni are also represented on the Rollins Board of Trustees.

### **Crummer Graduate School of Business**

Crummer's development and strategic evolution have focused around the three core attributes:

- Legacy of Education for Executives. Crummer has long been a leader in assisting organizations with retaining and developing executive talent. Executives in Central Florida have consistently turned to Crummer to improve business skills and acumen, whether seeking an executive MBA or looking to elevate their expertise with Florida's first AACSB-accredited doctorate in business administration degree. This emphasis on developing executive talent has produced extensive and productive partnerships with a large number of organizations in the business and non-profit community locally, nationally, and globally.

- A Personalized Approach. Due to its size and the commitment of its faculty and staff, Crummer has consistently provided educational experiences that are intimate and interactive. Faculty and staff are accessible, approachable, and strive to be as helpful and supportive as possible.
- A Tradition of Excellence. When surveyed on brand perceptions of Crummer in 2017, a common trend emerged: regardless of stakeholder group, “Excellence” was the most prevalent term used to describe the School. The quality of Crummer’s classes, faculty, staff, students, and alumni has produced a culture that strives to achieve the highest level of academic service and mission-consistent accomplishment.

Today, the Crummer Graduate School of Business is distinguished by its renowned faculty, intimate class size, and applied approach to learning. It touts top MBA rankings from publications such as Bloomberg Businessweek and Forbes magazines and is among the top 5% of business schools to carry AACSB International graduate-level accreditation.

In addition to the Executive Doctorate in Business Administration, Crummer offers several MBA programs tailored to meet the specific needs of scholars at different stages of their career:

- Early Advantage MBA Program (EAMBA). The EAMBA is a four-semester, full-time program for recent college graduates and career changers who prefer to immerse themselves in a full-time program schedule. This program is offered in an accelerated format to Rollins undergraduate students, serves recent Rollins graduates as well as other recent bachelors’ degree recipients nationally and internationally.
- Flex MBA Program. The 24- month-long Flex MBA program is designed for students with a wide range of educational and professional experiences. The program enables students to continue working and allows for application of their acquired knowledge and skills while earning their MBA. In addition, it enables students to earn a distinguished graduate business degree from Crummer while attending up to 45 percent of their courses online, in a mixed-mode format.
- Executive MBA Program (EMBA). A cornerstone of Crummer’s comprehensive suite of executive offerings, the Crummer Executive MBA Program is a 20-month program for those further along in their career. The EMBA has been recently revised to include an emphasis on Executive Leadership and value creation.
- Executive DBA Program (EDBA). The first AACSB-accredited degree of its kind in Florida, Crummer’s Executive Doctorate in Business Administration is designed for executives who have an MBA or equivalent degree who want to

become thought leaders and contribute to organizational success at a significantly higher level than that afforded by the MBA. The Crummer EDDBA is highly ranked among peer programs and also was one of the original few EDDBA offerings in the country.

Crummer also houses Centers of Excellence:

- The Crummer Center for Management & Executive Education specializes in management and leadership “soft skills,” serving mid- and upper-level managers in organizations of all sizes. Companies like Walt Disney World, Tupperware Brands, Dimension Data-Americas, PFM, and Orlando Health have benefitted from professional training in key areas such as critical thinking, emotional intelligence, team effectiveness, and strategic planning — all skills vital for successful managers and leaders. In addition to custom programming, Crummer works with leaders to deliver facilitated strategy sessions, team building, and executive coaching. Crummer also offers certificate programs including the long-running Crummer Certification in Business Management.
- The Edyth Bush Institute for Philanthropy and Nonprofit Leadership strengthens nonprofit and philanthropic organizations through education and management support designed to enhance board governance, augment the business practices of nonprofit organizations, and expand the influence of the nonprofit sector. Each year the institute offers certificate programs for nonprofit professionals in Nonprofit Management, Leadership Practice, Volunteer Management, Proposal Writing, Fundraising and Development, and hosts more than 100 workshops and events.
- The Center for Advanced Entrepreneurship’s objective is to educate and connect students and alumni with leading entrepreneurs. All of the center’s faculty have started, purchased or run a successful business. A blend of entrepreneurial faculty and business owners provides students with unprecedented and regular access to learn and closely collaborate with top entrepreneurial minds.
- A new center to begin operations in Fall 2024 focusing on leveraging AI for business innovation. The mission of the new center is to educate future leaders across multiple disciplines to improve their decision-making process through AI, and to produce analysts who are well-educated to analyze, interpret, and communicate the AI results to C-level executives.

Crummer’s offerings and approach to management education are governed by the following values: Excellence, Integrity, Innovation, Lifelong Learning, Fiscal Responsibility, Diversity, Impact, and Touchpoint. <https://crummer.rollins.edu/why-crummer/>

## **Leadership**

Rollins recently welcomed [Anil Menon](#) as its new dean of the Crummer Graduate School of Business. This is a strategic move on the part of the College to meet the demands of a shifting business landscape that requires technically sound, culturally sensitive, value-driven leaders. In this vein, Menon brings a broad range of experience and a proven track record of academic excellence to Rollins that aligns perfectly with Crummer's efforts to reimagine traditional MBA education for the future.

Menon's academic career began as a member of the faculty at the Texas Tech University Graduate School of Business, where he achieved tenure and promotion to associate professor before joining the graduate faculty at Emory University's Goizueta Business School. Research for his doctoral degree dissertation was supported and conducted at the Strategic Planning Institute (SPI), an international research and consulting think tank in Cambridge, Massachusetts, established by GE and the Harvard Business School. An expert on marketing and statistical analysis, Menon has published his research in numerous academic and practitioner-oriented journals and has served on the Journal of Marketing review board. He received the American Marketing Association's AMA/Marketing Science Institute/H. Paul Root Award for academic research with the most significant impact on marketing practice.

In addition to his roles in academia, Menon brings to the Crummer Graduate School of Business an impressive track record of international success as a business leader. Since 2021, he has served as executive vice president of community and urban services at Sharecare, Inc., a digital health and well-being company based in Atlanta, where he and his team develop new tools and solutions that integrate health outcomes into infrastructure investments and smart city solutions. Before joining Sharecare, he served in global leadership roles at Cisco Systems and at the World Economic Forum in Geneva, Switzerland. From 2002 to 2009, Menon held several global roles at IBM—from leading global brand strategy and heading worldwide market intelligence to serving as the chief marketing officer for the company's \$34 billion global hardware business. Most recently, Menon served as senior advisor to Prince Charles on sustainable markets before the prince was crowned king of England in May.

## **TO APPLY**

[NES](#), a higher education search firm specializing in enrollment management and marketing searches, is assisting the Crummer Graduate School of Business in their search for a Director of Marketing. To arrange for a confidential conversation, please contact [Suzi Nam](#), [Laura Robinson](#), or [Mary Napier](#). To apply, please send the

following items: 1) a resume highlighting relevant experience and achievements, 2) a cover letter showcasing passion and vision for the institution and role, and 3) contact information for five professional references by email to: [crummer@nessearches.com](mailto:crummer@nessearches.com). The selection process will include interviews and may require a presentation or portfolio of previous marketing campaigns. Applications will be reviewed until the position is filled. All applications and nominations will be considered confidential and notice will be given before references are contacted. The Director of Marketing is expected to start during the early summer of 2024.

*At Rollins, we strive to be responsive, respectful, collaborative, competent, and inclusive in all that we do. Whether serving prospective or current students, alumni, local residents, or our fellow faculty and staff colleagues, these standards define the Rollins service experience.*

*Rollins is committed to fostering a diverse and inclusive campus community, and the College celebrates the open exchange of ideas within a climate of civility and mutual respect. We view differences—from race and ethnicity to sexual orientation and political perspectives—as rich opportunities for understanding, learning, and growth.*

*To learn more, please click [here](#).*

*Through its mission, Rollins College is firmly committed to creating a just community that embraces multiculturalism; persons from historically under-represented minority groups are therefore encouraged to apply. Rollins does not discriminate on the basis of sex, disability, race, age, religion, color, national or ethnic origin, ancestry, marital status, veteran status, sexual orientation, gender identity, gender expression, genetic information, physical characteristics, or any other category protected by federal, state, or local law, in its educational programs and activities.*

