



## Vice President for Marketing and Communications

Stony Brook University  
Stony Brook, New York

### THE SEARCH

The State University of New York at Stony Brook University (Stony Brook) seeks an experienced and dynamic leader and strategist to serve as vice president for marketing and communications and help shape, advance, and amplify the university's mission, reputation, and strategic priorities.

Stony Brook is a highly respected R1 institution and a member of the Association of American Universities. Undergraduate and graduate education, research of national and international importance, economic growth and job creation for New York State and beyond, and state-of-the-art health care delivery are all central to its mission. Andrea Goldsmith began her tenure as the seventh president of Stony Brook University in August 2025. Her scope includes the university, the medical enterprise, and co-chairing the organization that manages the Brookhaven National Laboratory. As one of her first initiatives, President Goldsmith is leading a strategic visioning process that is engaging and energizing the entire Stony Brook community. The new strategic plan is expected to be finalized in 2026, and a significant comprehensive campaign will follow shortly thereafter.

Reporting to the president and serving as a member of her cabinet and the university council, the vice president for marketing and communications (VP) leads the development and execution of Stony Brook's comprehensive communications and marketing strategies in direct support of the university's mission and its aspirations to be one of the nation's leading public research universities. In this highly collaborative role, the VP supports administrative and academic leaders across all colleges and five health sciences schools, provides strategic direction and coordination for communications and marketing professionals across the university, and engages key partners in telling Stony Brook's story and contributing to its bold aspirations.

Ultimately, the VP is charged with leading efforts to elevate and distinguish awareness of Stony Brook among diverse regional, national, and international audiences, including the general public; the media; higher education, government, and non-profit leaders; prospective students and their families; alumni,

donors, and university stakeholders; and business and industry. The successful candidate will have extensive experience as a senior communications advisor, working collaboratively across a complex and matrixed organization to ensure increased visibility, diminished reputational risk, and comprehensive response in times of crisis. A bachelor's degree is required.

Stony Brook has retained Isaacson, Miller, a national executive search firm, to assist in conducting this important search. Confidential inquiries, nominations, and applications may be directed to the search firm as indicated at the end of this document.

## STONY BROOK UNIVERSITY

Founded in 1957 and a member of the Association of American Universities since 2001, Stony Brook is a nationally and internationally renowned research-intensive university, located 60 miles east of New York City. A flagship campus of the State University of New York (SUNY) system, Stony Brook is ranked as the #1 public university in New York and the #26 best public university in the country by the *US News and World Report*. Its mission is to: advance student learning by offering high-quality, academically rigorous programs of instruction; support an outstanding faculty in their teaching and scholarship; and address local, regional, and state needs and goals while providing public service to the citizens of New York State.

Stony Brook's 1,452-acre campus (the largest in the SUNY system) on Long Island's North Shore encompasses 12 schools and colleges, a wide array of centers and institutes, Stony Brook Medicine (which includes the Stony Brook University Hospital and Health Sciences Center), and an 8,300-seat stadium and sports complex. Additional locations include Stony Brook's Southampton campus on Long Island's East End, healthcare sites throughout Suffolk County, and a presence in Manhattan as well as sites across the globe. In fall 2025, Stony Brook enrolled 27,200 students (18,616 undergraduate students and 8,584 graduate and professional students), including 3,991 international students from over 150 countries.

### Leadership

Dr. Andrea Goldsmith began her tenure as the seventh president of Stony Brook University in August 2025. In this role, she oversees Stony Brook Medicine, Long Island's premier academic healthcare system; co-chairs Brookhaven Science Associates, which manages Brookhaven National Laboratory for the U.S. Department of Energy; and chairs the board of the New York Climate Exchange, a historic partnership anchored by Stony Brook University to build an international climate solutions center on Governors Island. President Goldsmith is a distinguished researcher, educator, and entrepreneur with extensive experience in academia and industry. Her appointment has been widely praised for her innovative approach and commitment to advancing research, education, and community service.

Dr. Goldsmith previously served as the dean of the School of Engineering and Applied Science at Princeton University. Before joining Princeton, she spent over two decades on Stanford University's engineering faculty. Her research in wireless communications translated into new technologies and two successful

start-up companies, where she served as chief technology officer, and she has served on multiple corporate boards.

She holds bachelor's, master's, and doctoral degrees in electrical engineering from the University of California, Berkeley.

### **Strategic Plan**

Throughout the 2025-26 academic year, President Goldsmith is leading a collaborative effort to define Stony Brook's [\*\*bold vision\*\*](#) for the next decade. Building upon the university's strong foundation, this shared strategic vision is centered on three pillars: Accelerate, Build, and Catalyze. In the fall of 2025, President Goldsmith engaged broadly with members of the university community to discuss and design this shared vision. Once finalized, the clear, compelling vision, and actionable plan for implementation will push the university's boundaries of excellence and amplify its impact across all dimensions of education, research, clinical care, and service.

### **VICE PRESIDENT FOR MARKETING AND COMMUNICATIONS**

The vice president for marketing and communications (VP) serves as a trusted advisor and strategist to the president and university leadership on all matters related to brand strategy, marketing, and university-wide communications. The VP is charged with providing a bold and dynamic communications and messaging strategy that articulates Stony Brook's excellence and impact; engages local, national, and international audiences; and aligns with and advances the vision and priorities of the university.

In addition to increasing external awareness of Stony Brook, the VP leads development of internal university communications strategies and ensures that the university is well-positioned to both respond to and anticipate issues that are likely to impact the university community. Notably, the VP will articulate and implement clear communication strategies during critical incidents and for wider issues that impact the university community. The VP will coordinate closely with leadership and units across Stony Brook to develop and deploy holistic public responses consistent with the university's values and mission.

Lastly, the VP will also work closely with the Office of the President to ensure the university is aligned with the SUNY system's messaging and branding.

### **Office of Marketing and Communications.**

The vice president leads a comprehensive, integrated, strategic communications and marketing function and a [35-person team](#) across Editorial Strategy, Brand Management, External Communications, Creative Strategy and Design, Digital and Social Media, and Business and Operations. Responsibility for communications and marketing at Stony Brook is highly decentralized, and the Office of Marketing and Communications partners with and supports a variety of academic and administrative units across the university and medical enterprise.

## KEY OPPORTUNITIES AND CHALLENGES FOR THE VICE PRESIDENT

- Provide vision and lead the development and implementation of the university's comprehensive communications and marketing strategies, benchmarked with peers, in collaboration with administrative and academic leadership to drive awareness and affinity among target audiences, and support the university's strategic enrollment, philanthropy, and engagement goals
- Serve as the lead brand steward for all university content, including Stony Brook University and Stony Brook Medicine, ensuring messaging and strategy alignment across publications and channels
- Anticipate and mitigate issues that may impact the university's reputation; provide advice and counsel to university leaders on communication and crisis response
- Provide direction and oversight for internal communications to ensure faculty, staff, students, researchers, and administrators are well-informed of university affairs, goals, and objectives
- Work with senior officers, faculty, and staff to assess marketing and communications needs and identify strong messages, compelling stories, and key audiences; serve as a primary point of contact with SUNY system's chief communications officer
- Establish a digital communications strategy and best practices, integrating web platforms, social media, and video production
- Ensure Stony Brook is working toward best-in-class communications, branding, and messaging; monitor industry trends, evaluate campaign effectiveness, and make data-driven recommendations to enhance the university's visibility and impact continually
- Oversee the university's media-relations strategy, including relationships with on-campus, local, national, and international media outlets
- Oversee the preparation of key administrators for media engagement; oversee press conferences, and support faculty, staff, and students in interviews
- Lead the Office of Marketing and Communications in efforts to provide university partners with strategic marketing and creative communications guidance and support to advance their respective goals and coordinate institutional branding and messaging
- Evaluate and refine strategies and plans; periodically provide updates on progress to university leaders
- Develop and maintain metrics to evaluate marketing performance, including rankings, reputation scores, and admissions yield rates
- Establish operational excellence in the university's marketing and communications efforts, both centrally and with the communications professionals in units across the university
- Build a unified team by aligning the team with the university's marketing and communications vision, mentoring staff, establishing clear performance goals, and ensuring accountability through processes that are clearly defined, equitable, and inclusive

- Manage day-to-day operations of the Office of Marketing and Communications, including budgeting, planning, and professional development

## QUALIFICATIONS AND CHARACTERISTICS

Stony Brook University is a large, complex public research university. While direct experience in higher education is not required, the VP must be familiar with the needs of a large, complex organization with local, state, and national audiences and possess the political savvy to navigate the environment, opportunities, and constraints of a public university that operates within a larger system.

The vice president will bring many of the following professional qualities and experiences:

- At least 10 years of experience leading, envisioning, and implementing a strategic communications, marketing, and branding program that was successfully leveraged across an enterprise with multiple constituencies and a wide variety of audiences – internal and external, local and national
- A record of success leading large-scale strategic efforts and teams within a complex, decentralized organization with shared decision-making and evolving priorities
- Advanced knowledge of the strategies and industry best practices for all aspects of communications, marketing, positioning, and messaging, including sophisticated and creative use of brand content, social media, analytics, and other forms of digital communications
- Substantial experience evaluating the strengths of existing communications and marketing programs and identifying opportunities for improvement. An aptitude for using data and metrics in decision-making and evaluating the success of programs and campaigns
- Experience advising senior leadership on crisis communications and issues management
- Proven effectiveness in engaging and working directly with local, national, and international media on background and on the record
- Exceptional strategic thinking, judgement, and decision-making skills, including the ability to navigate high-stakes and sensitive issues with discretion, nuance, and professionalism
- Engaging and persuasive in written and oral communications, with the ability to tailor messages for different audiences and channels
- Collaborative and collegial orientation, skillful in engaging diverse stakeholders and building strong professional relationships, and demonstrated experience serving as a resource to others
- Experience managing and inspiring teams in a complex organization, leading by influence and unifying the work of communications and marketing professionals across the enterprise
- Commitment to professional development and the ability to build, lead, and retain high-performing, diverse professional teams
- Outstanding management, operational, and planning skills, including the ability to handle multiple projects simultaneously in a decentralized environment

- High degree of integrity, track record of transparency, and personal commitment to the university's values, demonstrating respect for individuals at every level of an organization
- Sharp eye for operational efficiency and optimal use of resources; understanding of budgets and cash flows, as well as proven success managing them
- While not required, professional experience in higher education, ideally at an R1 and AAU institution, is strongly preferred
- Similarly, experience in enrollment, fundraising, and community engagement is preferred
- Bachelor's degree is required; an advanced degree in marketing, communications, public relations, or a related field is preferred

## APPLICATIONS, INQUIRIES, AND NOMINATIONS

Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, and resumes with cover letters should be sent to the Isaacson, Miller web site:

<https://www.imsearch.com/open-searches/stony-brook-university/vice-president-marketing-and-communications-and-chief>

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Isaacson, Miller

*Stony Brook University is committed to excellence in diversity and the creation of an inclusive learning and working environment. All qualified applicants will receive consideration for employment without regard to race, color, national origin, religion, sex, pregnancy, familial status, sexual orientation, gender identity or expression, age, disability, genetic information, veteran status and all other protected classes under federal or state laws.*

*This document has been prepared based on the information provided by Stony Brook University. The material presented in this leadership profile should be relied on for informational purposes only. While every effort has been made to ensure the accuracy of this information, the original source documents and information provided by Stony Brook University would supersede any conflicting information in this document.*