



**THE UNIVERSITY
OF TEXAS AT DALLAS**

Vice President for Communications and Marketing

The University of Texas at Dallas
Dallas, Texas



THE SEARCH

Under the dynamic leadership of President Prabhas V. Moghe, The University of Texas at Dallas — one of the nation’s fastest rising research institutions — seeks a bold, visionary, and collaborative Vice President for Communications and Marketing. This communications and marketing executive will play a critical role in shaping the University’s reputation and profile at a transformative juncture, which is marked by ambition, innovation, and boundless potential.

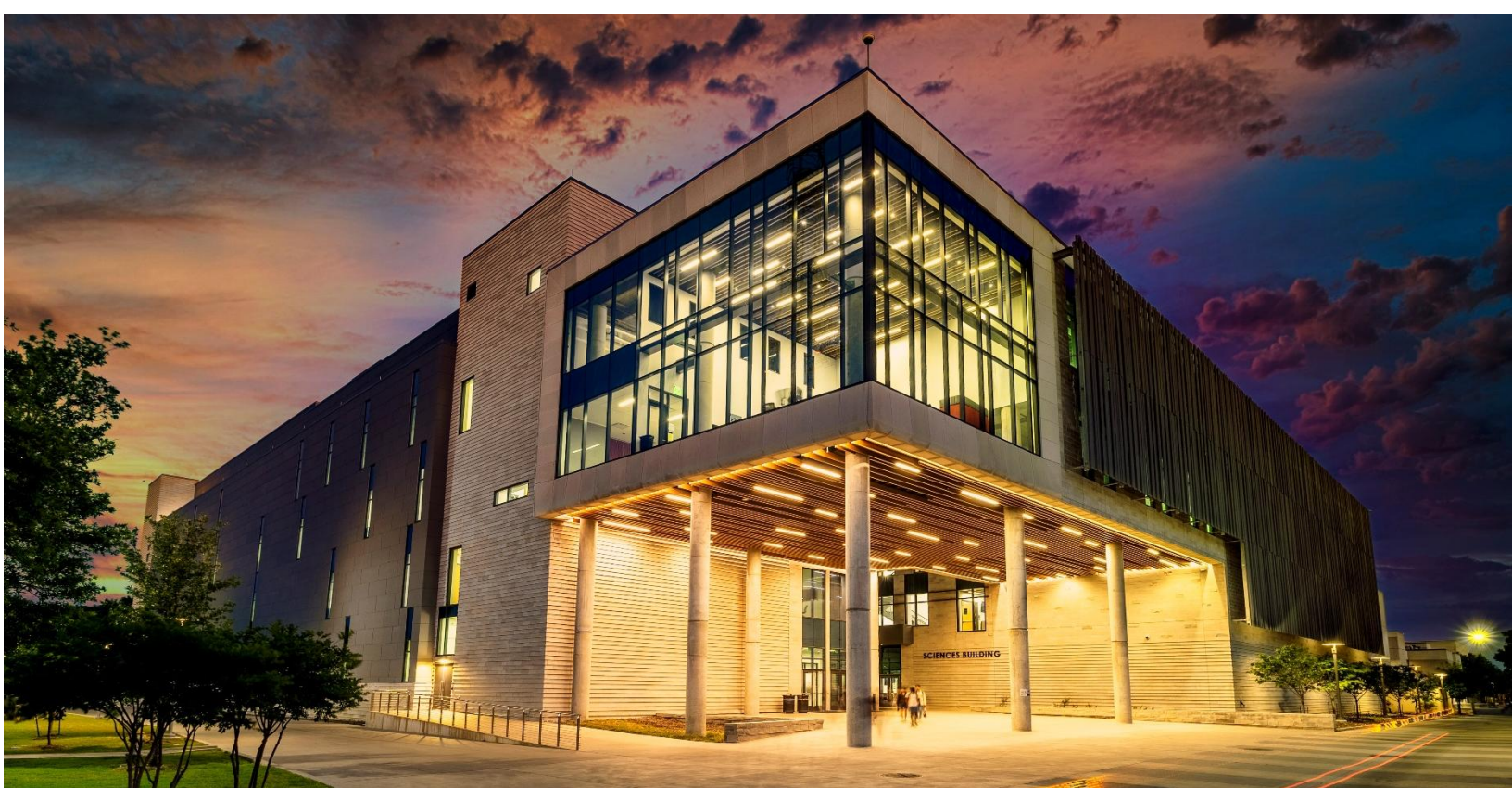
The University of Texas at Dallas (UT Dallas) is poised to embark on an exciting new chapter of accelerated growth—deepening its community roots and redefining what a 21st-century public research university can achieve. President Moghe will announce a new strategic plan by Fall 2026, which will include a forward-looking vision to leverage groundbreaking research, impactful partnerships, and world-class education opportunities that transform lives and drive the Dallas–Fort Worth economy. This plan will expand the University’s impact as an anchor for North Texas and position it as a catalyst for global innovation.

The Vice President for Communications and Marketing (VPCM) will lead a forward-thinking, unified strategy that brings UT Dallas’s identity to life across every channel and touchpoint, celebrating the University’s academic excellence and research strength. Reporting to President Moghe and serving as a key cabinet member, this leader will advise the president, provost, and campus partners while shaping clear, memorable messaging that resonates regionally and beyond. Managing a 40-person team across five departments, the VPCM will elevate compelling stories from faculty, students, and researchers, turning those achievements into narratives that build trust and demonstrate real-world impact. As the chief steward of reputation, the VPCM will lead crisis preparedness and issues management with calm, decisive counsel. Collaboration is central: the role requires close partnership with decentralized unit teams and offices across the University to align priorities and multiply results. By building a high-performing, diverse communications team and knowing when to mobilize internal resources or bring in external expertise, the VPCM will amplify UT Dallas’s role as both a beneficiary and benefactor within the Dallas–Fort Worth Region (DFW). This is an opportunity to craft innovative, mission-driven communications that propel the University toward greater prominence. From day one, the VPCM will serve as the University’s chief storyteller.

The successful candidate will have at least 12 years of leadership experience, preferably in a major research university and/or an environment subject to public and political scrutiny. The role requires advanced knowledge of modern communications strategies and best practices—brand content, social media, AI, CRM/analytics, and paid/owned/earned digital channels—and demonstrated expertise in using data and metrics to evaluate and improve programs. The VPCM must be adept in strategic communications, media and public relations, crisis and issues management, and perception management, with proven effectiveness engaging media on and off the record. Exceptional judgment, diplomacy, and the ability to craft nuanced messages, paired with engaging written and oral communication skills, are essential to represent UT Dallas. The next VPCM will be a collaborative leader who builds, mentors, and retains high-performing diverse teams, drives operational efficiency and resource management, and

demonstrates integrity, humility, and a deep appreciation for the University's mission and community. Bachelor's degree required.

The University of Texas at Dallas 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.



UNIVERSITY OF TEXAS AT DALLAS

The University of Texas at Dallas, founded in 1961 as the private research arm of Texas Instruments and incorporated into The University of Texas System in 1969, is a Carnegie R1 institution and one of the fastest-growing public universities in the U.S. The University offers 160 academic programs across [seven schools](#), with a strong emphasis on STEM disciplines intertwined with the arts and humanities, as well as a highly ranked business school. UT Dallas is a national leader in cybersecurity, artificial intelligence, bioengineering, and nanotechnology, among others. Its research centers and interdisciplinary collaborations — including an expanded partnership with UT Southwestern Medical Center and the new \$120 million, 150,000-square-foot [Texas Instruments Biomedical Engineering and Sciences Building](#) — attract significant federal funding and bolster the University's national and global influence. The University is widely regarded as a destination institution and an emerging global center for the arts, and it was ranked 54th among public universities and 110th among all universities by U.S. News & World Report. Graduate

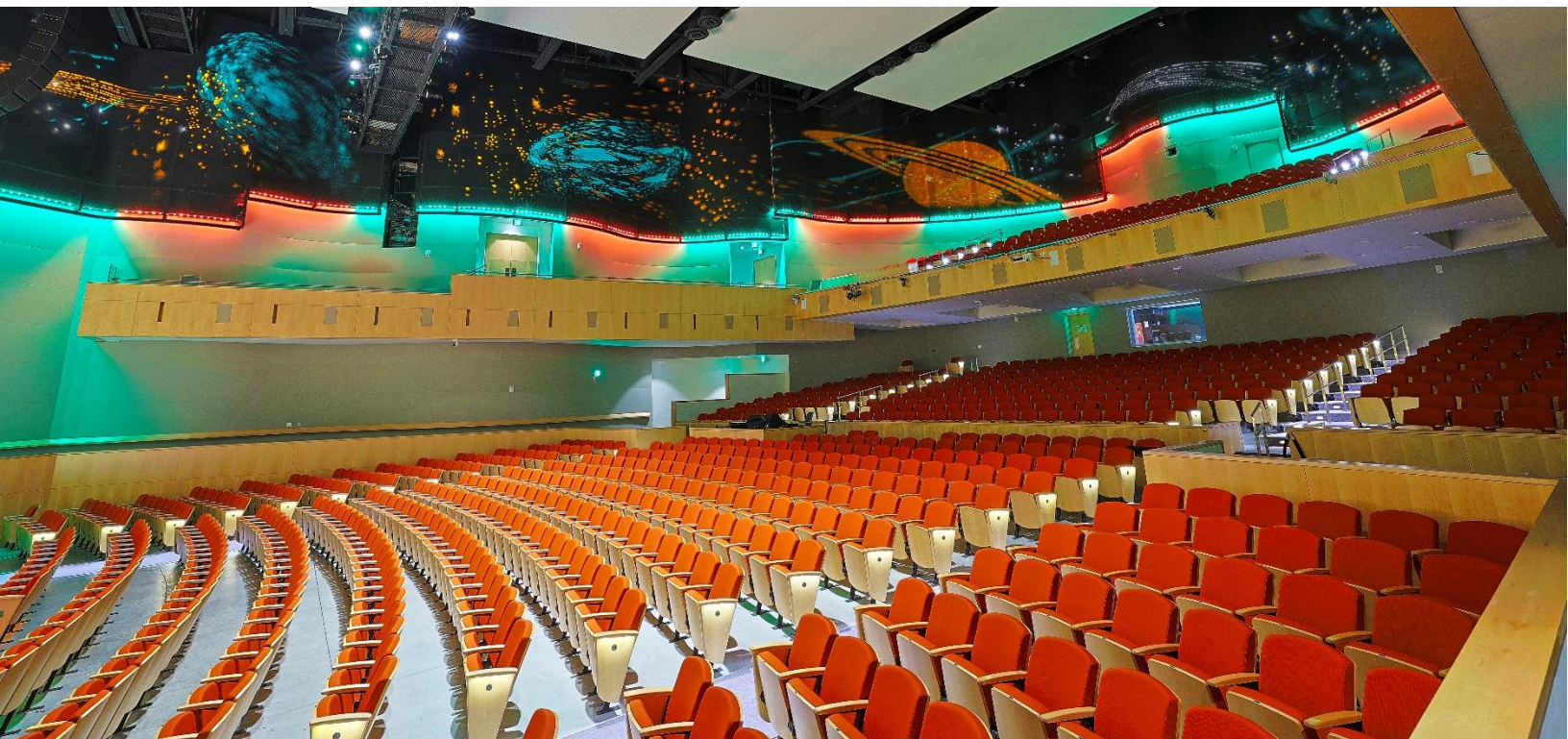
programs at The University of Texas at Dallas have also continued to make significant strides. A few examples are listed here for the 2026 rankings. The [Doctor of Audiology](#) program was tied for Number 1 among public universities. The [School of Behavioral and Brain Sciences](#) (BBS) ranks Number 1 for NIH-funded allied health schools across the U.S. The [Naveen Jindal School of Management](#) rose into the top 10 public universities and top 25 business schools overall in the country, the largest gain among the top 30 schools for [full-time MBA](#) programs. Rankings for the department of [Bioengineering](#) in the Jonssoon School of Engineering and Computer Science (ECS) also rose to 35th among public universities, extending the momentum displayed by the burgeoning young program.



UT Dallas enrolls more than 30,000 students, including international students from over 110 countries, and supports a vibrant residential community with roughly 8,000 students living on or near campus. Students engage through more than 400 student organizations, extensive service-learning opportunities, and a wide array of intramural and club sports. UT Dallas is committed to expanding access to higher education with programs supporting first-generation students and first-year students of all majors. Notable student access initiatives include the [Eugene McDermott Scholars Program](#) — a full-ride undergraduate scholarship for top incoming students — and the [Comet Promise](#) program, which fully covers tuition and mandatory fees for undergraduate students with family incomes of \$100,000 or less.

The dynamic 645-acre campus in Richardson, Texas — less than 17 miles from downtown Dallas — has seen more than 2.5 million square feet of new construction in the last eight years, including the [Student Success Center/Student Union](#) and a third building for the [Naveen Jindal School of Management](#) (both expected in 2026). The [Edith and Peter O’Donnell Jr. Athenaeum](#), a new 12-acre campus cultural district that opened in Fall 2024, includes a second Dallas location for the Crow Museum of Asian Art and will add a new music building and 680-seat performance hall in 2027. Recent expansions also include the Callier Center for Communication Disorders, Engineering & Computer Science West, the Sciences Building, the Student Services Building Addition, the Davidson-Gundy Alumni Center, the Brain Performance Institute, and two new student housing complexes. UT Dallas has a loyal alumni base of over 150,000, two-thirds of whom remain in the Dallas-Fort Worth area after graduation; an expanding NCAA Division II athletics program in the Lone Star Conference; and a [nationally recognized chess team](#) that consistently wins national and international titles.

The University of Texas at Dallas is also engaged in active communications to its communities and alumni through the [Office of Development and Alumni Relations \(DAR\)](#), led by a new Vice President. [New Dimensions](#) is the second major fundraising campaign in UT Dallas’ history. Its launch signaled the beginning of a concerted effort to expand financial support for students, generate new funding for groundbreaking research, and expand the presence of the arts on campus. With a goal of \$750 million, The *New Dimensions* campaign aims to build upon a half-century of momentum, propelling UT Dallas’ growth and success through the next 50 years and beyond. As of April 2026, UT Dallas endowment has just surpassed the \$1 billion mark, placing it second among the academic institutions in the University of Texas System.



University of Texas System

For more than 140 years, [The University of Texas System](#) has improved the lives of Texans — and people all over the world — through education, health care, and research. With an enrollment of more than 260,000 students at academic and health institutions across the state, as well as an operating budget of \$33.3 billion, the UT System is one of the largest public university systems in the nation and the world.

UT institutions are powerful drivers of economic and social mobility in Texas, producing more than 66,000 graduates annually, including more than one-third of the state’s undergraduate degrees and about 56 percent of the state’s medical degrees. Almost half of all undergraduate degrees are awarded to students who qualified for a Pell grant based on financial need while enrolled at a UT institution. The UT System is also one of the largest employers in Texas, with more than 160,000 faculty, health care professionals, researchers, support staff, and student workers.

90 percent of graduates who earned their degrees from UT institutions secure jobs in Texas within a year after graduating — providing a skilled workforce and fueling the state’s economy. In fact, UT graduates who entered the Texas workforce between 2002 and 2022 had cumulative earnings through 2023 of more than \$400 billion.

The UT System is governed by a board of nine regents appointed by the Governor for overlapping six-year terms and one nonvoting student regent selected annually by the Governor. [Chancellor John M. Zerwas](#) is the chief executive officer of the UT System and reports to the Board of Regents. Institutional presidents report to the Chancellor.

Dr. Prabhas V. Moghe, President

This pivotal moment for UT Dallas is marked by dynamic leadership and a unified commitment to progress. The University’s strategic trajectory and culture of sustained momentum are driven by the vision of Dr. Prabhas V. Moghe, the institution’s sixth president.

President Moghe’s leadership is distinguished by a dedication to innovation, interdisciplinary collaboration, and an unwavering pursuit of real-world impact. Under his guidance, UT Dallas is forging an ambitious path forward, grounded in creativity, convergence, and the transformative power of education. He works in close partnership with the University of Texas System, ensuring that UT Dallas serves the System’s mission to drive prosperity, innovation, and health for the people of the Lone Star State.



President Moghe is engaged in actively transforming the leadership of UT Dallas. Several new appointments have been made at the cabinet level, including the VP for Budget and Finance, VP for Information Technology (interim), VP for Development and Alumni Relations, VP for Strategic Initiatives and Chief of Staff, and VP for Administration and Chief of Operations. A search for the next Provost is currently underway. The new VP for Communications and Marketing will be an important new leadership role, especially as the University coalesces around its fundraising campaign, its branding strategy, and a strategic plan.

President Moghe will unveil the next strategic vision for UT Dallas in Fall 2026. This forward-looking plan will provide a clear and intentional roadmap for the University's advancement, focusing on three core priorities:

- Student success as its guiding principle: UT Dallas is committed to ensuring every student thrives, graduates, and is prepared to lead and make meaningful contributions beyond the University.
- Academic excellence in frontier disciplines: The University will continue to champion interdisciplinary research and teaching that tackle the most pressing challenges of our time.
- Catalyst for innovation and economic vitality: UT Dallas will deepen partnerships that drive regional growth, advance inclusive prosperity, and reinforce public trust in higher education.

Previously, Moghe served as executive vice president for academic affairs at Rutgers University, New Jersey's flagship public institution, where he provided visionary leadership across four chancellor-led campuses and 29 academic units. From 2020 to 2025, his stewardship was instrumental in increasing Rutgers' research funding by 40 percent — from \$689 million to nearly \$1 billion — as Rutgers rose to be recognized among the nation's top 15 public universities.

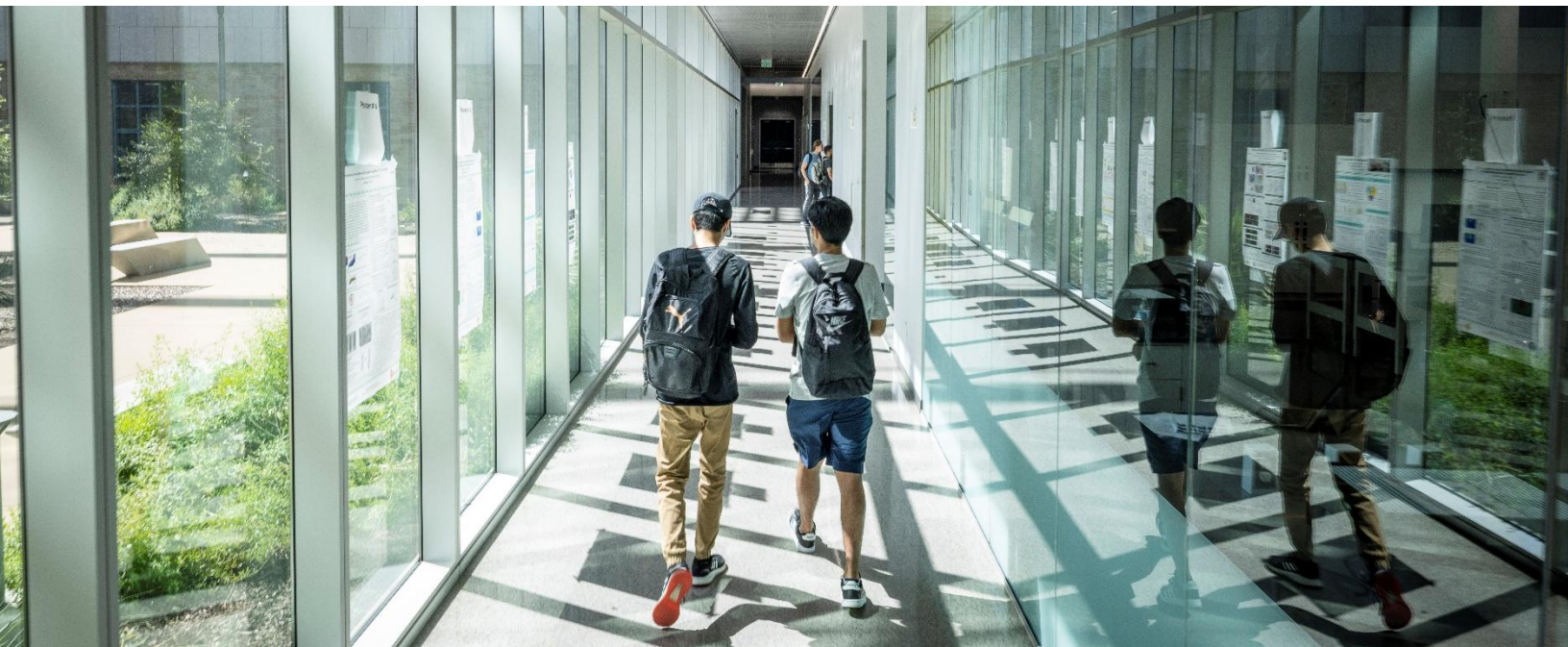
Moghe earned a degree in chemical engineering from the University of Bombay, followed by a PhD in chemical engineering (bioengineering) from the University of Minnesota, and completed postdoctoral training at Harvard Medical School/Massachusetts General Hospital. He joined the Rutgers faculty in 1995 and became a distinguished professor in the School of Engineering, where he earned widespread recognition for his contributions.

Moghe's research has led to innovations in cancer detection and potential nanotechnology therapies for brain degenerative disorders like Parkinson's and Alzheimer's diseases. Under his leadership, his laboratory at Rutgers secured nearly \$30 million in research funding, mentored 29 PhD graduates, published over 130 peer-reviewed journal articles, and delivered more than 300 invited presentations at national and international forums.

VICE PRESIDENT FOR COMMUNICATIONS AND MARKETING

Reporting to President Moghe and serving as a key member of his cabinet, the Vice President for Communications and Marketing (VPCM) will work with university leadership to design and implement a communications, marketing, and branding strategy that holistically supports UT Dallas during this time of institutional transition. The result will be an ambitious, innovative, and comprehensive communications, marketing, and branding program that highlights the University's academic excellence and strong research orientation; champions its commitment to an environment in which all students thrive and are prepared to make meaningful contributions to Texas and the world; elevates understanding of UT Dallas's dual role as beneficiary and benefactor within the Dallas-Fort Worth Metro Area; and demonstrates its impact through partnerships, innovation, and increased prosperity.

To this end, the VPCM will provide leadership and oversight of the [Office of Communications and Marketing](#), its five departments ([marketing](#), [news and media relations](#), web services, editorial services, and executive and internal communications), and 40 staff members. This individual will solicit feedback and input from senior leadership, deans, faculty, students, and alumni alike to ensure that the University's communications and marketing efforts effectively and accurately reflect UT Dallas's achievements and ambitions.



Responsibility for communications and marketing at UT Dallas is highly decentralized, and the Office of Marketing and Communications partners with and supports a variety of academic and administrative units across the University. Therefore, the VPMC will also work closely with unit-based teams to create a communications and marketing platform that serves the needs of the overarching University and supports

the specific colleges, schools, programs, and units. In addition, the VPMC will work closely with the President and other executives to ensure that University communications and messaging are aligned with and reflective of the UT System's priorities.

Following are the responsibilities and duties of the Vice President for Communications and Marketing:

- Craft and champion a bold, unified communications and branding strategy— design an innovative, proactive plan that brings a clear, memorable university identity to life across every channel and touchpoint.
- Serve as senior communications counselor to the President, Provost, campus leadership, and other key constituents, shaping institutional positioning, leadership voice, and internal and external messaging alike.
- Audit and sharpen UT Dallas's communications, marketing, and brand impact — lead a thorough evaluation of campus-wide efforts, invest strategically in market research and competitive analysis, refine positioning and creative execution, and partner with direct reports and stakeholders to decide when to mobilize internal teams or engage external agencies and counsel.
- Lead crisis and issues management — oversee crisis preparedness, set clear protocols, and deliver calm, decisive communications counsel and support, both in the moment and after the fact.
- Safeguard and elevate reputation — anticipate risks, mitigate or address potential threats, and turn opportunities into stories that strengthen public trust and institutional standing. Coordinate with key stakeholders to reinforce reputation management.
- Elevate compelling stories across the University — work with university leadership, deans, faculty, and campus partners to recognize accomplishments across the academic, research, and student spheres and create narratives that resonate with internal and external audiences.
- Build a high-performing, mission-driven communications team — retain high-quality, diverse staff across the various departments, recruiting new staff as necessary. Create a culture that rewards creative risk-taking, recognizes accomplishments, and sets ambitious—but achievable—expectations.
- Champion collaboration across the University — partner closely with the Offices of the [Provost, Development and Alumni, Research and Innovation, Government and Community Relations, Student Affairs, Athletics](#), and other academic and administrative departments to align messaging and multiply impact.
- Act as a responsive, strategic partner to decentralized teams — build strong, collaborative, and collegial relationships with all unit-based communications and marketing teams, understanding their specific priorities and how those integrate with the University's strategic goals. Provide appropriate levels of support and service to those individuals and teams.

QUALIFICATIONS AND CHARACTERISTICS

The University of Texas at Dallas is a large, complex public research university that is embedded in a major metropolitan area, has deep ties to the local business and arts communities, and plays a significant role in North Texas. While direct experience in higher education is not required, the VPCM 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 for Communications and Marketing will bring many of the following professional qualities and experiences:

- At least 12 years of experience leading, envisioning, and implementing enterprise-wide strategic communications, marketing, and branding programs across an enterprise with multiple constituencies and a wide variety of audiences (internal/external, local/state/national).
- Experience in a research university setting is preferred, as is experience operating in institutions subject to political or public scrutiny; government affairs experience is a plus.
- 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, AI, CRM/analytics, and other forms of digital communications (paid, owned, and earned).

- 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.
- Broad experience in strategic communications, crisis and issues management, media relations, public relations, perception management, and internal communications.
- Proven effectiveness in engaging and working directly with local, state, national, and international media on background and on the record.
- The ability to intuit the implicit dimensions of messages and messaging. Exceptional diplomacy, discretion, and judgment.
- Engaging and persuasive in written and oral communications, clearly able to serve as a professional and trusted representative of the University.
- Collaborative and collegial orientation, skillful in engaging diverse stakeholders and building strong professional relationships. Demonstrated experience serving as a resource to others and obtaining their input, thereby being able to synthesize many ideas and produce work products that address a variety of goals and objectives.
- Experience managing and inspiring professionals in a complex organization, leading by influence and unifying the work of communications and marketing teams across the enterprise. The ability to encourage change and growth in people and programs. Persuasive, persistent, and determined.
- A strong commitment to personal and professional development and the ability to build, lead, mentor, motivate, and retain high-performing, diverse professional teams to create a robust and collaborative communications and marketing ecosystem.
- Sharp eye for operational efficiency and outstanding operational, planning, and resource management skills, including budget and cash-flow understanding and proven success in optimizing resources.
- High degree of integrity, character, and emotional maturity, demonstrating respect for individuals at every level of an organization; humility, a sense of humor, and life balance.
- Deep appreciation for UT Dallas's mission, values, and culture; desire to engage with local and university communities.
- Bachelor's degree required.



LOCATION

UT Dallas is located in Richardson, Texas, roughly 30 minutes north of downtown Dallas and 25 minutes east of Dallas-Fort Worth International Airport. Dallas is the ninth-largest city in the United States and the third largest in Texas; a thriving economic center in a region, the city is projected to grow from 8.6 million residents today to 12.3 million by 2050. The 12-county Dallas-Fort Worth metroplex, the fourth-largest metropolitan area in the U.S., has become a major hub of corporate headquarters and is home to 43 Fortune 1000 companies, including McKesson Corp., AT&T Inc., Energy Transfer, and American Airlines.

The region's thriving economy provides opportunities for UT Dallas to partner with industry to pursue groundbreaking research and technological advancement, and to support student success. These include Texas Instruments, which has provided more than \$22 million in research funding and faculty development in the last decade, continuing the initial investment of the company's founders in 1961 to create the graduate research center that became the foundation for UT Dallas. State Farm and Capital One have also contributed substantially to student success efforts.

Dallas also offers a downtown Arts District that includes the Dallas Museum of Art; the Morton H. Meyerson Symphony Center; the Winspear Opera House; the Dee and Charles Wyle Theatre within the AT&T Performing Arts Center; the Trammell and Margaret Crow Museum of Asian Art, which also has a museum at UT Dallas; the Nasher Sculpture Center; the Dallas Contemporary; and the Dallas Children's Theater. Deep Ellum, immediately east of downtown, originally became popular during the 1920s and 1930s as the prime jazz and blues hot spot in the South.

APPLICATIONS, INQUIRIES, AND NOMINATIONS

Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, referrals, and CVs with cover letters should be sent via the Isaacson, Miller website: www.imsearch.com/open-searches/university-texas-dallas/vice-president-communications-and-marketing.

Jack D. Gorman, Partner
Elizabeth G. Neustaedter
Lisa Clayton, Managing Search Coordinator
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The University of Texas at Dallas is an equal opportunity employer committed to providing a learning and working environment that is welcoming, respectful, and inclusive of all members of the university community. The University provides equal employment opportunities to all employees and applicants for employment without regard to any basis prohibited by applicable federal or state law or university policy. This means that no person will be excluded from participating in, denied the benefits of, or be subjected to discrimination under any program or activity sponsored or conducted by the University of any such protected basis.

We are committed to ensuring that all management practices and decisions as well as personnel actions (such as recruitment and hiring practices, compensation, benefits, appraisal systems, promotions, transfers, terminations, and training and career development programs) are based only on valid job requirements and comply with federal and state regulations and university policy. This policy statement serves to remind all employees of their rights and responsibilities under the law.

Personnel policies are reviewed regularly to ensure that veterans and individuals with disabilities are given consideration for all jobs for which they qualify. If you're a veteran or an individual with a disability, we invite you to share your status with UT Dallas. Please visit the [Voluntary Self-Identification](#) page for more information.

Please visit the [Employment and Compensation webpage](#) for more information about employment and management resources.

This document has been prepared based on the information provided by the University of Texas at Dallas. 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 the University of Texas at Dallas would supersede any conflicting information in this document.