

The Haas School of Business at the University of California, Berkeley seeks a strategic and visionary leader to serve as its next Chief Marketing Officer (CMO).

UC Berkeley (<https://www.berkeley.edu/>) is internationally renowned for excellence, for the opportunities it affords students of all backgrounds, and for pioneering achievements across all disciplines. The Berkeley campus (<https://www.berkeley.edu/campus-life/>) is home to more than 33,000 undergraduates and more than 12,000 graduate students, and approximately 1,500 ladder-rank faculty across 15 schools and colleges.

As the second-oldest business school in the United States, the Haas School of Business at UC Berkeley (<https://haas.berkeley.edu/>) has been questioning the status quo since its founding in 1898. At Berkeley Haas, a fundamental step in redefining the business leader is to get the culture right because this culture encourages students to develop the mindset and behaviors of innovative leaders. The Haas School students, faculty, staff, and alumni live out the distinctive culture by embracing four Defining Leadership Principles: (<https://haas.berkeley.edu/about/the-haas-difference/our-culture/>) Question the Status Quo, Confidence without Attitude, Students Always, and Beyond Yourself.

Haas' 95 ladder-rank faculty and almost 200 professional (non-Senate) faculty are at the cutting edge of business research and teaching. In addition to two Nobel Prizes, they have earned awards for spearheading research knowledge in game theory, behavioral finance, open innovation, organizational culture, and knowledge management. Berkeley Haas offers six degree programs (<https://haas.berkeley.edu/programs/>), executive education (<https://haas.berkeley.edu/energy-institute/education/executives/executive-education/>), and several certificates (<https://haas.berkeley.edu/mba/academics/other-academics/certificates/>) and summer programs (<https://haas.berkeley.edu/base/>). U.S. News and World Report ranks Berkeley Haas No. 7 in best business schools. About 2,500 undergraduate and graduate students come from around the world each year to attend Berkeley Haas. They join a network of more than 44,000 alumni eager to help each other grow and thrive in their professional lives.

Berkeley Haas seeks a dynamic Chief Marketing Officer who is well versed in industry trends to further shape the school's brand and marketing strategy and leverage its position as a top-tier business school globally. Reporting directly to the Senior Vice Dean, Chief Strategy and Operating Officer, the CMO will lead a multifaceted marketing and communications program, positioning Berkeley Haas as a leader in business education and research. The CMO will create strategies to elevate the school's brand reputation, drive enrollment growth, and foster engagement with multiple stakeholders. The CMO will convey Haas' value proposition to diverse audiences through compelling narratives and strategic messaging, leveraging various communication channels. Leading and developing a high-performing and award-winning team, the CMO will empower team members to achieve shared goals and elevate Berkeley Haas' brand. Additionally, the CMO will serve as a key strategic partner to the Dean, providing insights on market trends and advancing institutional initiatives. The CMO will promote

diversity, equity, inclusion, belonging, and justice principles across all marketing strategies and initiatives, fostering a welcoming and inclusive environment for the Berkeley Haas community.

The successful candidate will possess strategic vision, exemplary leadership skills, and a creative approach to marketing and communications. The new CMO will be adept at analyzing market trends and crafting innovative marketing and communications strategies. The ideal candidate will have extensive experience in marketing and communications leadership roles, preferably within the higher education or business education sector. This leader will demonstrate proficiency in digital marketing strategies, strategic planning, and brand management, along with a track record of success in leading high-performing marketing and communications teams. Additionally, the CMO should exhibit adaptability, excellent communication skills, and a collaborative approach to working with stakeholders across the institution.

All applications, nominations, and inquiries are invited. Applications should include, as separate documents, a CV or resume and a letter of interest addressing the themes in the profile that is available at www.wittkieffer.com (<https://wittkieffer.com/positions/200107>).

WittKieffer is assisting the University of California, Berkeley in this search. For fullest consideration, candidate materials should be received no later than July 10, 2024.

Application materials should be submitted using WittKieffer's candidate portal (<https://apptrkr.com/5308503>).

Nominations and inquiries can be directed to: Ashlee Winters Musser and Cathryn Davis BerkeleyHaasCMO@wittkieffer.com.

The budgeted salary range/annual pay scale that the University reasonably expects to pay for this position is \$170,000 - \$220,000. The full salary range for this position classification is \$129,600 to \$254,400.

The University of California, Berkeley, is an Affirmative Action/Equal Opportunity Employer with a strong institutional commitment to the achievement of diversity. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age or protected veteran status.

For the complete University of California nondiscrimination and affirmative action policy see: <http://policy.ucop.edu/doc/4000376/NondiscrimAffirmAct>.