

HIGHLIGHTS

Collaborative leader who drives results and understands how to translate strategy into action. Proven operational, analytical and planning capabilities. Strong people management and communication skills.

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EDUCATION

 **SAN JOSE STATE UNIVERSITY**

B.S. Journalism,
Psychology

ANNE BRANDT

SUMMARY

Senior marketing and communications executive bridging technology and education sectors, with extensive strategic leadership experience in Silicon Valley and higher education institutions. Proven success driving product strategy, integrated marketing campaigns and team performance in fast-paced environments. Track record of exceeding business goals through data-driven leadership, strategic planning and enterprise-wide communications. Expert in stakeholder management, cross-functional collaboration and optimizing operational efficiency. Demonstrated ability to lead complex projects while managing relationships with C-suite executives, Boards, Advisory Councils and strategic partners.

EXPERIENCE

ASSISTANT DEAN, MARKETING AND COMMUNICATIONS, CORNELL UNIVERSITY

(Jan. 2023 – Feb. 2026)

- Served as Head of Marketing and Communications at Cornell University's College of Agriculture and Life Sciences (CALC), leading strategic marketing and communications across New York State locations to advance institutional priorities and amplify impact. Directed internal and external communications—including executive speechwriting, issue management and marketing operations—as a key leadership team member. Partnered with state and federal government relations teams to highlight research excellence and statewide impact to policymakers, strengthening legislative relationships and global visibility among diverse stakeholders.
- Directed comprehensive marketing and communications strategy for CALC—the university's second-largest college, comprising three schools, 5,000+ students, 14 departments, 20+ majors and 40+ minors, and 350+ faculty—accelerating double-digit application growth through data-driven digital campaigns and significantly expanding engagement across 60+ websites and social media platforms.

EXECUTIVE DIRECTOR OF CONTENT, SYRACUSE UNIVERSITY

(Jan. 2019 – Jan. 2023)

- Built and scaled an integrated content strategy and operations function, leading a nine-person team to deliver brand-aligned, multi-channel content that boosted digital engagement among target audiences and drove double-digit application growth. Served as Editor-in-Chief of the award-winning Syracuse University Magazine (260,000+ circulation), implementing efficiencies that cut annual production costs while maintaining editorial excellence.

DIRECTOR OF MARKETING & ADMISSIONS, VALPARAISO UNIVERSITY LAW SCHOOL

(2015-2018)

- Led marketing, communications, and admissions strategy for the law school—setting team priorities, defining measurable goals, managing brand, and overseeing a cross-functional team of specialists, student employees and ambassadors.
- Concepted and executed personalized, multi-channel, data-driven marketing and admissions campaigns to drive engagement and enrollment growth.

MARKETING MANAGER/CONSULTANT, VALPARAISO UNIVERSITY LAW SCHOOL, GOLDEN TECH

(2012-2015)

- Developed and executed integrated marketing strategies for law school and IT firm campaigns, directing tactical planning, collateral creation, and campaign execution to enhance brand visibility, boost enrollment, and generate qualified leads.

DIRECTOR OF CLIENT STRATEGY, MICROSOFT

(2010-2011)

- Drove market development for client solutions through digital, multi-platform initiatives for Microsoft strategic partners—including General Mills, Wal-Mart, McDonald's, BlackBerry, and AT&T—collaborating with sales and account teams to design strategic product and advertising solutions, including integrations, custom programs and sponsorships.

DIRECTOR OF PRODUCT MANAGEMENT, SENIOR PRODUCT MANAGER, YAHOO

(2004-2010)

- Led a five-person Yahoo Autos product team, driving annual revenue from \$50M to \$90M+ and elevating market share from #7 to #1. Defined and executed product vision and strategy, managing cross-property initiatives across Yahoo Real Estate, Shopping and Travel. Directed Yahoo Homepage redesigns, consistently surpassing engagement and revenue targets through data-driven testing, optimization and strategic partner alignment.

SENIOR PRODUCT MANAGER, NETSCAPE, AOL

(1996-2004)

- Senior Product Manager for AOL Small Business and Netscape Homepage, driving strategic initiatives and high-profile partner integrations with Fortune Group, CNN and Time Magazine. Managed a \$12M American Express partnership and executed cross-platform media plans, while leading end-to-end product development across multiple channels to maximize engagement and revenue.

MANAGING EDITOR, DATA BROADCASTING CORPORATION

(1992-1996)

- Managed three newsrooms comprising 15+ staff, overseeing daily programming and editorial planning across financial, news, and sports networks (now CBS MarketWatch), driving content quality, consistency, and audience engagement.

RECENT AWARDS AND ADDITIONAL ROLES

- **Cornell University:** Synthetic Biology website (Platinum, 2024, MarCom Awards, Gold, 2024, Education Digital Marketing Awards), Synthetic Biology multimedia storytelling (Platinum, 2024, MarCom Awards, Gold, 2024, Education Digital Marketing Awards), Agrivoltaics storytelling (Platinum, 2024, MarCom Awards), Cornell CALS website (Platinum, 2023, MarCom Awards), AgriFood Systems Social Campaign (Gold, 2023, MarCom Awards), Pride Month Social Campaign (Gold, 2023, MarCom Awards).
- Guest lecturer at Cornell College of Agriculture and Life Sciences student and leadership events and classes.
- **Syracuse University:** Best Overall External Magazine (2022, Clarion), Gold, Academic Excellence Signature Material (2021 Collegiate Advertising), Gold, Magazine Fall 2021 (Collegiate Advertising), Best Overall External Magazine (2021 Clarion), Platinum, Viewbook (2021 MarCom), Platinum, Spring 2021 Magazine (MarCom), Bronze, Home Page Redesign (Education Digital Marketing 2021), Platinum, Fall 2020 Magazine (MarCom).
- Mentor for Syracuse University internship program.
- Assistant coach for Valparaiso University Women's Tennis Team (Division I).