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TO: University Cabinet, Deans, Directors and Department Heads

FROM: Brian Sischo, Vice Chancellor for University Advancement

RE: Announcement of the Office of Strategic Brand Management

Cc: Chris Boyer, Gregg Zarnstorff

I am excited to announce the establishment of the Office of Strategic Brand Management at NC State University, effective September 3, 2019. The new office, reporting to Chief Communications and Marketing Officer Brad Bohlander, is being launched in collaboration with Athletic Director Boo Corrigan and Interim Vice Chancellor for Finance and Administration Mary Peloquin-Dodd, and with approval from Chancellor Woodson.

The Office of Strategic Brand Management aligns previously dispersed but overlapping responsibilities including: *university brand management and protection; management of logos, trademarks and licensing; and management of commercial university sponsorships with outside business partners (such as the university's PNC Bank and recent New Belgium sponsorship agreements)*, among other duties. This focused team, supported by the larger University Communications and Marketing department and in collaboration with campus partners, will strategically enhance NC State's ability to promote and protect one of NC State's most valuable assets – its brand – in service of a broad range of institutional interests.

I'm also pleased to announce that **Chris Boyer**, who has served as NC State's Deputy Athletics Director for External Operations for the past several years, has agreed to lead the new Office of Strategic Brand Management. I am confident that Chris' broad experience in marketing, trademark and licensing management, sponsorship development and contract negotiations, combined with his deep understanding of NC State and strong internal and external relationships, will enable the new office to excel in the short and long term.

In addition to Chris, Director of Trademark Licensing **Gregg Zarnstorff** and his staff are a key part of the new team. Gregg is recognized as a leader in his field with more than 20 years of trademark licensing experience and has led a doubling of licensing royalties in his nine years at NC State. As a result of his leadership, more than \$9.5 million in licensing revenues have been distributed to fund scholarships and endowment. Additional staff from University Communications and Marketing are also being transitioned to support this important effort. The Office of Strategic Brand Management will be located in the Butler Communications Building.

Within the next few weeks advisory committees will be established that enable key partners to help guide the direction of the office and ensure strong collaboration across campus. In the meantime, please don't hesitate to contact me, Brad Bohlander, or Chris Boyer with any questions.

NC State University is widely recognized as a leading national research university with a brand that conveys action, impact and excellence. The Office of Strategic Brand Management will not only improve brand alignment internally, it will enable NC State to build and ensure strong sponsorship, licensing and other brand-related relationships with well-aligned partners that advance our shared mission to serve our campus community, North Carolina, the nation and the world.