

Foster Marcom Team Structure
March 28, 2023

Agency - DNA

- Recruitment focus
- Foster brand support

CMO - Randy Hyde

- Strategic oversight and brand direction
- Team/Agency/Program coordination
- Program/Center/University Relationships

Analytics Team

- Informs strategic direction
- Tracks performance and sector trends
- Co-leads SF implementation

Team Members:

- Analytics Director – **Andrea Bowers**
- Email/CRM Manager – **Lori Dereg**
- Student Worker – **Siddarth Das**

Digital & Operations Team

- Strategic planning and program relationship partner
- Leads/manages digital platforms
- Internal/external coordination

Team Members:

- Marketing Director – **Julia Weikel**
- Sr. Digital Manager – **David Fenigsohn**
- Project/Operations Manager – **Melissa Falcon**
- Web Strategy Manager – **Katie Ta Love**
- Social Media Manager – **Marlie Love**
- Student Worker – **Dylan Bunarto**

Content Team

- Identifies story opportunities
- Produces feature articles
- Leads content planning

Team Members:

- Content Director – **Ed Kromer**
- Staff support from David, Marlie, others
- Freelance writers (2)

Design/Visual Team

- Brand Oversight
- Visual direction of Foster and programs
- Production of multimedia assets

Team Members:

- Design Director – **Stephanie Fink**
- Multimedia Producer – **Paul Gibson**