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eComm Governance Group [1]



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In partnership with campus vice chancellors and other key leaders, we have launched a new eComm governance structure. The goal is twofold: to ensure a strategic approach to program growth and development and to create opportunities for campuses to raise unique needs for enhancements and customization. By engaging campus leadership in current program challenges and working with them to identify a strategic direction for the future, we hope to increase accessibility of eComm tools while building a future for the program that acknowledges the ever-evolving landscape of digital engagement.

Executive Committee

- **CU Advancement**
  - Annie Baccary, Vice President for Advancement Administration
  - Tim Skillern, Assistant Vice President for Advancement
- **CU Anschutz**
  - Kathy Green, Vice Chancellor for Marketing and Communications
  - Nicole Lawrence, Director of Digital Communications
- **CU Boulder**
  - **?**Roqua Montez, Vice Chancellor for Communications, Marketing and Social Media

  CU Denver
  - ?**?**Tammy Ewin, Vice Chancellor for Marketing and Communications
- **UCCS**
  - **?**Eric Nissen, Director of Marketing
  - Megan Silvey, Assistant Vice Chancellor for University Communications and Marketing
- **CU System**
  - **?**Michele Ames, Vice President for Communication

Super User Committee

- **CU Advancement**
  - Serwaa Adu-Tutu, eCommunications Manager (CU System)
  - Tom Needy, Associate Director of eComm Strategy and Operations (CU Boulder)
  - Geoff Whaley, Director of Annual Giving and Digital Marketing (CU System)
- **CU Anschutz**
  - Kelly Miller, Digital Communications Manager
- **CU Boulder**

    - Lissa Cordova, eCommunications Director
- **CU Denver**
    - Monica Cutler, Director of Digital Marketing and Strategy
    - Alex DeWind, Assistant Director of Internal Communications
- **UCCS**
    - Annie Pirtle, eComm Principal Professional
- **CU System**
    - Megan Harris, Senior eComm Program Success Analyst
    - Melanie Zakhem, Training and Enablement Lead

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