

My main objective in my role as vice president of external affairs is to build and keep strong relationships with a variety of committees, including elected officials, other academic institutes, local leaders, and industry experts. My goal is to strategically place the GSG and my University in the outside world, enhance its image, and make sure that it is seen as a reliable and trustworthy partner.

I want to accomplish this by creating and implementing successful external communication strategies using my expertise in stakeholder involvement, strategic communication, and public relations. To identify important messages, create communication plans, and make sure they are in line with the GSG's goals and values, I will work with a variety of departments within GSG. My main emphasis will be on finding chances for the organization to demonstrate its knowledge, achievements, and influence to the outside world. In order to successfully convey our message to the general public and important stakeholders, I will work with the media. Develop, implement in practice, monitor, and assess the success of a comprehensive, culturally sensitive marketing and communications advocacy program that will strengthen GSG position as the industry's driving force, attracting thought leaders, from academia, national, state, and local governments, national organizations, and important public segments. I desire to evaluate the effectiveness of programs and initiatives, use data, statistics, and insights. Recognizing and monitoring the success of important marketing and brand initiatives, studies, programs, events, and general improvements to the student experience.

I want to have expertise creating and managing successful marketing and communication programs as well as creating brands. I want the government to have the demonstrable experience that demonstrates my capacity to identify and develop strategic partnerships and relationships, shape opinions, and oversee interactions with external graduate committees across Boston in challenging circumstances. These abilities will be used to influence change and forge effective working relationships with important external partners, such as thought leaders, experts in the field, researchers, academic communities, associations, and federal, state, local, and governmental and regulatory bodies.

As vice president of external affairs, it will be my responsibility to make sure the GSG is well-positioned to meet its strategic objectives, cultivate enduring relationships with universities across Boston, and advance the GSG's purpose and values outside the University.