

Alfred University appoints Michael Kozlowski as executive director of Marketing and Communication

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Michael W. Kozlowski

Michael W. Kozlowski has been appointed executive director of Marketing and Communication at Alfred University, effective April 29.

“This newly created position underscores how important our marketing and communications efforts are to the future of Alfred University, and our ability to reach the goals outlined in our Strategic Plan,” said Alfred University President Mark Zupan in announcing the appointment.

“Over the past two years, we have made a substantial investment in marketing with the goals of increasing our brand recognition and meeting our enrollment targets,” Zupan said. “Michael’s guidance will be invaluable in guiding us as we build upon that work. He has the depth and breadth of experience needed to help us achieve our goals.”

For his part, Kozlowski says he is “honored to have been selected to assume the role of Alfred University’s executive director of Marketing and Communication, and I am grateful to all who participated in the selection process. During the process, I became acutely aware of the University’s vibrant community of caring administrators, faculty and students, and the passion and respect with which they approach the institution.”

He brings to the position the perspective that “Every new opportunity presents unique challenges that, despite one’s experience, requires require new and creative thoughts and ideas to address. I bring that perspective to this position, and the knowledge that I will be working with a marketing and communications team that has already manifested its commitment to helping the University or us allme me succeed in this position.”

He is currently chief marketing officer and director of strategic initiatives for the Connecticut State Colleges and Universities system, a position he has held since 2014. He has directed the system’s first-ever marketing and social media campaign targeting retention of current students.

Prior to that, he was vice president and general manager for Dekra Dekkra America, a \$2 billion-a-year company based in Marietta, GA. He was also senior vice president and chief marketing officer for Environmental Systems Products, Inc., in East Granby, CT.

He learned the importance of customer service skills through two state appointments, he said. He began as deputy commissioner and then commissioner of the Department of Motor Vehicles for the State of Connecticut, and then served as secretary Secretary of the Office of Policy and Management. As a senior cabinet official Secretary, he led the governor’s budget and policy formulation process and implemented it across all state agencies, managing an \$11 billion annual budget.

Kozlowski holds a BA degree in English from the University of Connecticut at Storrs; an MBA from Rensselaer Polytechnic Institute in Troy, NY, and a JD degree from the University of Connecticut at Storrs, and is admitted to the Connecticut Bar. He also completed an executive leadership program, "Finance for Senior Executives," at the Harvard Business School.

Zupan extended his thanks "to the search committee for their time and consideration in the hiring of Michael Kozlowski for this important position for the future of Alfred University, including Jason Amore '97 BS, '99 MS, vice president for Advancement, and Brian Dalton, vice president for Enrollment Management, the committee co-chairs. Other members were included Logan Gee '18, coordinator of the APEX program; Amy Rummel, professor of marketing; Paul Vecchio, director of athletics; Mark Whitehouse, associate director of communications, and Trustee Eric Zuckerman '03, who participated by telephone. Additionally, Trustee Kristen Klabin '92, assisted us in the early stages."