



# UNIVERSITY OF SAINT JOSEPH

---

## CONNECTICUT

**FOR IMMEDIATE RELEASE – March 6, 2013**

Contact: Cynthia Whitcomb, Associate Vice President for Marketing, Media and Communications

Telephone: 860.231.5387

Email: [cwhitcomb@usj.edu](mailto:cwhitcomb@usj.edu)

## **University of Saint Joseph Appoints Cynthia K. Whitcomb as Associate Vice President for Marketing, Media and Communications**



Spencer Sloan Photography

WEST HARTFORD, CONN. – The University of Saint Joseph (USJ) announces the appointment of Cynthia K. Whitcomb as associate vice president for marketing, media and communications. She is a resident of North Haven, Conn.

In her new role, Whitcomb provides leadership, planning and coordination of marketing and public relations initiatives, serving as the University's liaison and spokesperson to the media. Her responsibilities include promoting the university brand; increasing institutional visibility; and strategically integrating internal and external communications with marketing efforts.

Whitcomb brings to her position at USJ extensive experience in the areas of strategic market planning, brand management, marketing communications, and community/government relations. She most recently worked as vice president of public relations and marketing at Gaylord Specialty Healthcare in Wallingford, Conn.; prior to that, she served as the hospital's director of public relations. During her tenure at Gaylord, Whitcomb was honored with the hospital's "Beyond the Call" award (2003) for demonstrating exemplary service and dedication and was

recognized as an Athena International Award nominee in 2007 for her accomplishments in mentoring women in the workplace. Additionally, Whitcomb has held previous positions in higher education which include serving as associate for external relations for the Connecticut State University System and as assistant director of public relations at Franklin Pierce University (Rindge, N.H.).

Whitcomb earned a B.A. in Mass Communication, magna cum laude, from St. Bonaventure University (Olean, N.Y.).

# # #

*The University of Saint Joseph (USJ) offers a wide range of graduate, undergraduate, and certificate programs that combine a professional and liberal arts education with a focus on service. Coeducational graduate master's and doctoral degree programs are taught on the University's two campuses in West Hartford and Hartford, Connecticut; at off-campus locations throughout the state; and online. Undergraduate programs for women and for coeducational adult students take place on our beautiful suburban campus and include more than 22 majors and six pre-professional programs, each of which provides personal attention in a caring environment. Founded in 1932 by the Sisters of Mercy, the University of Saint Joseph welcomes students from diverse backgrounds and religious traditions. To learn more, view our website at [www.usj.edu](http://www.usj.edu).*

OFFICE OF MARKETING AND COMMUNICATIONS

1678 Asylum Avenue ♦ West Hartford, Connecticut 06117-2791 ♦ Tel: 860.231.5334 ♦ Fax: 860.233.5695