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Interim Chief Marketing and Communications Officer Welcome

Joan Ferrini-Mundy

President, University of Maine and University of Maine at Machias

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Interim Chief Marketing and Communications Officer Welcome

1 message

UMaine President's Office <umaine.president@maine.edu>

Mon, Aug 26, 2024 at 2:22 PM

Reply-To: UMaine President's Office <umaine.president@maine.edu>

To:



Dear University of Maine and University of Maine at Machias communities,

Today I am pleased to announce the appointment of John Diamond of Blue Hill as the University of Maine's Interim Chief Marketing and Communications Officer, effective August 26, 2024. In that role, he will lead UMaine's Division of Marketing and Communications and will serve as the university's primary liaison with the news media.

John has deep roots at UMaine and in Maine. A Bangor native and Black Bear alumnus, he had a 33-year career in higher education before retiring in 2022. His career included 20 years at UMaine: three years as an assistant professor of journalism and mass communication; ten years as the university's director of public affairs; and seven years as president and CEO of the University of Maine Alumni Association.

John's career also included positions as chief marketing and communications officer at the University of Maine System, the University of Arkansas, and the University of Wisconsin System.

In addition, John served eight years in the Maine State Legislature, including his last four years as House Majority Leader.

I am grateful for John's willingness to take on this role at a critical time for the university. He assumes leadership of MarComm as the university is engaged in a comprehensive strategic re-envisioning initiative and a new institutional branding effort. His arrival also coincides with the University of Maine Foundation's plans to launch our next comprehensive campaign.

John will lead and strengthen the organization of the MarComm division and its outstanding staff, continue coordinating our campus-wide communicators network, and work closely with the University of Maine System to sustain strong and strategic communication and collaboration to advance the mission, goals, and priorities of both UMaine and the System.

In closing, I offer our appreciation to Meredith Whitfield, who served as my chief of staff and later as the university's chief marketing and communications officer during her three years at UMaine. I also offer our thanks to Shelby Hartin for her valuable service as MarComm's director of communications. We wish each of them the best as they move on to the next chapter of their career.

Welcome, John!

Sincerely,

A handwritten signature in blue ink that reads "Joan Ferrini Mundy". The signature is written in a cursive style with a large initial 'J'.

Joan Ferrini-Mundy