



**Leanna Clark**

**Vice Chancellor University of Communications, University of Colorado Denver**

Leanna Clark, Vice Chancellor Leanna Clark is Vice Chancellor of University Communications for the University of Colorado Denver. In this role, she directs the university's marketing, communications and community outreach, setting strategy and overseeing a team of communications professionals in branding, advertising, design, web content development, publications, sponsorships, media relations, crisis communications, e-comm, internal communications, executive communications, community engagement and social media.

Clark has more than 25 years of business experience, including 12 years as a small business owner of one of Denver's largest marketing and public relations firms, as well as roles in Denver's corporate, foundation and nonprofit communities. With a background in marketing, PR and community outreach, before joining CU, Clark directed communications and led the foundation for IMA Financial Group, one of the nation's leading risk management companies. She also founded and directed a major division of the international nonprofit Project C.U.R.E. that works in more than 120 countries nationwide. In this capacity, she drove fundraising and led nearly 20 trips to Cuba, Panama, Mexico and Belize with US business and community leaders. Previously, as principal and co-owner of marketing PR firm Schenkein, she ran one of the largest agencies in the Rocky Mountain Region, helping client organizations elevate their brands and protect their reputations, on a local, national and international scale. Clients included Western Union, First Data, the City of Denver, the Denver Preschool Program, Qwest, Whole Foods, CIGNA HealthCare, United Airlines and many more Fortune 500 companies.

Clark has served on the board of directors of the Denver Metro Chamber Leadership Foundation and has played many leadership roles within the Chamber, including co-chairing the 2010 Leadership Exchange Trip (LEX). She is board chair for the Denver Public Schools Foundation, serves on the board of the Colorado Women's Chamber and on the board of governors of the Metro Denver Economic Development Corporation. She has served on Denver Mayor Michael Hancock's Education Compact as well as on Mayor Hancock's Transition Team and on then Mayor Hickenlooper's Leadership Team for Early Childhood Education, which led to the creation of the Denver Preschool Program. She has served on many other boards, including the Public Education & Business Coalition, Bright Beginnings, Mile High

Chapter of the American Red Cross, Colorado Public Radio and on the Denver Sports' International Bid Committee, working to bring international caliber sports to the Denver area. She also served on the DPS Commission for Secondary School Reform, a group of 40 business and community leaders charged with charting a course for reform in DPS high schools, and served twice on the DPS Citizens Advisory Committee that reviewed and recommended to the voters the 2012 and 2016 mill levy and bond issue for Denver Public Schools.

Leanna has been recognized One of the Top 25 Most Powerful Women in Colorado by the Colorado Women's Chamber and has been named a Woman of Distinction by the Girls Scouts of Colorado. She's also been honored twice by the Denver Business Journal as a "PowerBook" award recipient and one of the "Forty Under 40" top young business leaders. She's received national recognition from the Universal Press Syndicate as part of its "Workwise" Awards, honoring innovation and creativity among workplace leaders. In addition, she was named a "Woman of Achievement" by the Association for Women in Communications. Clark holds a degree in journalism from the University of Colorado at Boulder.