

## Susan T. Evans

Susan T. Evans is a proven strategic leader with deep expertise in advancement, communications, brand management, marketing, digital strategy, technology, administration and organizational development. She is known for creative and cohesive approaches to challenges within higher education, nonprofits and business.

Currently, Susan is the director of corporate and foundation relations in William & Mary's Office of University Advancement. She collaborates with senior administrators and faculty across campus to match their highest university and academic priorities with the most appropriate prospective donors.

Susan's work life includes 35 years of experience in the strategic leadership of human resources, marketing, communications and IT units. In her current and prior stint, she is in the midst of a 23-year career at William & Mary.



Recently, Susan was a vice president at mStoner, a Chicago-based higher education consulting firm. At mStoner, she led the consulting practice and directed a team of 19 professionals in strategy, creative, technology and project management. Her role included overseeing client satisfaction and the delivery of high-quality work, and directing a multi-million dollar project portfolio with responsibility for mStoner's profitability on fixed-bid engagements.

In a prior role at William & Mary, Susan served on the president's strategic communications team, providing leadership for the creative vision, scope, and requirements for marketing and brand management at the university. As the director of the office of creative services, she led a diverse team of 13 professional designers, project managers, photographers, videographers, communications consultants and web developers. Other roles included director of web and communication services, and compensation analyst.

Susan holds a B.A. in Spanish Languages and Literatures from James Madison University and completed graduate coursework at William & Mary.

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