

SUSAN T. EVANS

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An award-winning strategic leader with deep expertise in communications, brand management, marketing and digital strategy, technology, fundraising, management and organizational development. Known for creative approaches to challenges within higher education, nonprofits and business.

Professional Experience

Principal at Susan T. Evans Consulting
January 2017 – present

I offer consulting services for communications, marketing and branding, content strategy, web governance and website redesign projects. As an expert in organizational development and leadership, I conduct audits/assessments of teams, business processes, staffing structures and internal communication. I am available to extend in-house teams by writing copy, developing information architecture for websites, facilitating focus groups and more.

William & Mary, Williamsburg, Virginia
April 2017 – April 2018
Director of Corporate and Foundation Relations

As a major gift officer, collaborated with senior administrators and faculty across campus to match their highest university and academic priorities with the most appropriate prospective donors. Managed a portfolio of prospective donors for university initiatives, and for the fundraising needs and research agendas of the schools of law and education. Developed fundraising strategies and grant proposals.

mStoner, Inc. Chicago, Illinois
2011 - 2017
Vice President of Client Solutions

Led the consulting practice at mStoner, a marketing communications consulting firm that specializes in higher education. Directed a team of 19 professionals in strategy, creative, technology and project management. This role included:

- Overseeing client satisfaction and the delivery of high-quality work, directing a multi-million dollar project portfolio with responsibility for firm profitability on fixed-bid engagements.
- Business development, proposal development, and presentations to prospective clients.
- Writing and speaking to support mStoner's commitment to thought leadership.
- Leading client engagements personally: Drexel University School of Law, Fordham University, Gettysburg College, SUNY, Johns Hopkins University, Saint Louis University, Tulane University, Mills College, University of Arkansas and University of North Carolina School of the Arts.
- Improving client delivery operations by increasing efficiency, accelerating revenue earned, increasing profitability of projects and drastically reducing budget overages.

William & Mary, Williamsburg, Virginia
1989 - 2011

Office of Strategic Initiatives (2010 - 2011)

Director of Creative Services

Served on the president's strategic communications team and directed the office of creative services, providing leadership and counsel on communications and marketing for the university. In collaboration with campus communication professionals, directed the creative vision, scope, and requirements for marketing and brand management. Directed the university's digital presence and major print publications. Led a team of 13 professional designers, project managers, photographers, videographers, communications consultants and web developers. Contributed to several campus-wide initiatives:

- Chair, William & Mary Visual Identity Committee
- Communications Director, William & Mary Mascot Search
- Communications infrastructure for William & Mary Strategic Planning
- Chair, William & Mary Web Redesign Advisory Committee

Information Technology (1998 - 2009)

Director of Web and Communication Services (2001 - 2009)

Directed web communications for the university, serving on the president's communication council. Managed communications for W&M initiatives such as strategic planning, social media and the W&M Mascot Search. Led a web services team of six professional

programmers, designers and project managers who managed wm.edu, and developed and supported university web tools and web-based software applications. Served as the IT communication officer and a key member of the CIO's management team. Produced strategic plans, organizational development materials, communication plans and reports/presentations to the W&M Board of Visitors.

Team Leader (2000 - 2001)

Supervised the staff and work of the technology training team. Developed and managed curriculum and marketing of the campus-wide program for IT training and workshops.

Learning Consultant (1998 - 2000)

As a member of the technology training team, served as an advocate for software training, developed curriculum and materials and taught sessions and workshops.

Office of Human Resources (1989 - 1998)

Team Leader of Business Process Reengineering (1997 - 1998)

Led a campus-wide redesign of time and leave practices sponsored by the university administration. Developed timelines and project plans, designed communication strategies, facilitated focus groups, wrote and presented project progress reports, and investigated technology solutions.

Classification and Compensation Analyst (1989 - 1998)

Analyzed positions to determine pay levels. Wrote organizational and compensation studies. Designed compensation programs, conducted needs assessments and salary surveys, and developed college-wide employee training programs. Developed supervisory and management team building programs.

Awards

- 2018: Ten websites from mStoner engagements I led won awards, including Gold and Best in Class.
- 2017: Website projects I led while at mStoner earned 5 awards, including a WebAward for Outstanding Website and two Silver W3 awards.
- 2016: Website projects I led earned 15 awards for mStoner, including a Webby-finalist, a CASE Circle of Excellence Silver, and a Gold award from University College Designers Association.

- 2015: Seven websites from mStoner engagements I led won gold or silver in the 21st Annual Communicator Awards and in The W3 Awards.
- 2014: Three websites from mStoner engagements I led garnered Interactive Media Awards.
- Projects I led at the College of William & Mary earned many national industry awards, including a silver award and two design excellence award from University College Designers Association, and three gold and two bronze medals for the CASE Circle of Excellence Awards Program.

[View more awards.](#)

Publications

- UCDA Designer Magazine, “Are you managing your career?” (2017)
- Inside Higher Ed: Call to Action, “[Governance for Marketing?](#)” (2016)
- UCDA Designer Magazine, “Exceptional Communication? Designers front and center!” (2015)
- CASE Currents, “Ready to Roll” (2014)
- UCDA Designer Magazine, “Shepherding Designs through Committee” (2013)
- Social Works: How #HigherEd Uses #Social Media to Raise Money, Build Awareness, Recruit Students, and Get Results — a chapter entitled “William & Mary Mascot Search” (2013)
- EDUCAUSE Review, “Mobile Matters” (2011)
- EDUCAUSE Quarterly, “One Size Does Not Fit All: Two Models for Support and Training” (2001)
- My writing appears on these blogs:
 - susantevans.com
 - [Start Smart Career Center](#)
 - [William & Mary Mascot Search](#)
 - [re.web Project](#)

[More writing.](#)

Leadership and Service

- American Marketing Association (multi-year conference presenter)
- CASE: Council for Advancement and Support of Education (conference faculty/presenter)
 - Circle of Excellence Awards Program and District Award Programs (panel judge)

- UCDA: University and College Design Association (feature writer and keynote speaker)
- EDUCAUSE (conference presenter and proposal reviewer)
- Guest blogger for many organizations

[View more.](#)

Additional Work History

Commonwealth of Virginia Department of General Services Richmond, Virginia

Department of Human Resources

1988 - 1989

Classification and Compensation Analyst

Bengtson, DeBell, Elkin and Titus, Ltd. Centreville, Virginia

1988 - 1989

Director of Personnel

Fairfax Hospital Association Springfield, Virginia

Department of Human Resources

1985 - 1986

Wage and Salary Analyst

Columbia Banking Federal Savings and Loan Rochester, New York

Department of Personnel

1984 - 1985

Personnel Administrator/Recruiter

Hillside Children's Center Rochester, New York

Department of Personnel

1982 - 1984

Assistant Director of Personnel

World Health Organization: Pan American Health Organization Washington, D.C.

Department of Manpower Planning and Staffing

1981 - 1982

Bilingual Personnel Assistant

Education

- Attended EDUCAUSE Leadership Institute (2003)
- William & Mary (1997-2000), graduate coursework in Higher Education Administration
- Bachelor of Arts, Magna Cum Laude, Spanish Language and Literature
La Universidad de Valencia (Semester Abroad in Spain)
- James Madison University (1981)

References

- Michael Stoner, president and partner, mStoner, michael.stoner@mstoner.com
- Jim Golden, former vice president of strategic initiatives, William & Mary, jrgold@wm.edu
- Courtney M. Carpenter, chief information officer, William & Mary, cmcarp@wm.edu

Additional references available upon request.