

# Teresa Koeppe

[linkedin.com/in/tkoeppe/](https://www.linkedin.com/in/tkoeppe/)

## ABOUT

I'm a collaborative leader with experience in higher education and highly matrixed multinational organizations, drawing upon 18+ years of experience focused on strategy, innovation and impact. Building and developing thriving, winning teams energizes me, and my ability to do so is recognized by colleagues at all levels.

## EXPERIENCE

### **Global Director for Marketing, Communication and Engagement**

Compass Group (Food+) at Google, 2/2019-today

- As part of the Global Leadership Team, developing/iterating and driving a multi-year account strategy aimed at efficiency and scalability to 4x growth; serving on Compass Group's Diversity and Inclusion Action Council.
- Leading marketing engagement strategy spanning 950+ cafes and food spots around the globe, overseeing strategic and community partnerships, public relations, crisis and risk communications, internal communication, digital engagement, and recruitment marketing.

### **Senior Director for Advancement Communications and Engagement**

UW Medicine, 10/2016-2/2019

- As part of the UW Medicine Advancement Leadership Cabinet, led marketing strategy for a comprehensive \$2 billion philanthropic campaign and the founding of a Diversity, Equity and Inclusion working group.
- Led communications and creative teams in award-winning work that engaged and inspired diverse stakeholders including patients, faculty and students, alumni, donors, and the broader community.

### **Director for Campaign Communications**

University of Washington, 9/2014-10/2016

- Managed development of the integrated marketing and storytelling strategy, and the public media/event launch of the university's \$5 billion campaign.
- Guided and oversaw stakeholder engagement projects, and a year-long campaign launch strategy including promotions, events, brand development and public relations.

### **Director for Marketing & Communication**

Washington State University Foundation, 8/2008-9/2014

- Led integrated communication strategies for 26 entities in support of WSU's \$1 billion campaign.
- Streamlined and maximized low- and no-cost marketing strategies that reduced expenses and drove impact during a period of significant budget cuts to state funding.
- Previous titles: Associate Director and Assistant Director.

### **Marketing Strategy Consultant**

- University of Idaho Office of Estate, Trust and Gift Planning

### **Other/Past Experience**

- Adjunct Professor in Communication Studies, Community Colleges of Spokane
- Journalism Instructor, Murrow College of Communication at Washington State University
- Public Relations Specialist, Washington State University College of Nursing

## ACTIVITIES

- Chair-Elect (2018-2019) and board member (2014-2019) for CASE District VIII
- CASE District VIII, conference presenter (2016, 2017, 2018 & 2019)
- Group Fitness Instructor (2013-today)

## RECOGNITION

- Council for the Advancement and Support of Education: Rising Star in Communications (2014); International Circle of Excellence Award in Advertising (2013); District VIII: 4 Gold, 7 Silver, 2 Bronze

## EDUCATION

- Master of Arts in Organizational Communication, Washington State University
- Bachelor of Arts in Communication, Whitworth University, Cum Laude