JUSTIN L. ROBERTS

[redacted]

Cabinet-level executive communications and marketing leader with more than 20 years of experience serving as a trusted advisor to presidents, chancellors and executive leadership teams during periods of institutional growth, transformation and change. Proven ability to translate complex strategy into authentic communications that strengthen trust, build organizational alignment and advance mission. Experienced leading integrated communications, marketing, digital, web and creative organizations while building high-performing teams and advancing institutional reputation across complex public higher education environments.

Executive Leadership Experience

University Marketing and Communications
University of Missouri–St. Louis | June 2016 to June 2026
(Progressive leadership roles culminating in Vice Chancellor appointment)

- Served as a cabinet-level advisor to the chancellor, providing strategic counsel on institutional priorities, executive communications, organizational change, issues management and university strategy while helping guide decisions that strengthened the university's reputation and advanced its long-term mission.
- Served as the chancellor's principal communications strategist, developing executive speeches, leadership presentations, university-wide communications and key messaging that translated institutional priorities into authentic communications for faculty, staff, students, alumni, donors, legislators and community partners.
- Directed internal and external communications during a period of significant institutional transformation, including implementation of the university's strategic plan, launch of the School of Engineering, academic restructuring, campus modernization, research expansion, financial realignment and leadership transitions, helping stakeholders navigate complex change through coordinated, transparent communication.
- Served as a trusted communications advisor during high-profile issues, crises and periods of institutional uncertainty, developing coordinated communications strategies to protect institutional reputation, build stakeholder confidence and support executive decision-making.
- Provided executive leadership for the university's integrated communications enterprise, overseeing multidisciplinary teams responsible for marketing/paid advertising, media relations, digital strategy, web services, creative services and brand stewardship in support of a university serving 15,000 students and more than 120,000 alumni.
- Led a division of 18 professionals and administered a $4.1 million operating budget while fostering a collaborative, high-performing culture focused on innovation, accountability and measurable outcomes.
- Provided executive oversight of the university's digital communications ecosystem, guiding enterprise web strategy, accessibility, governance, analytics, CRM, AI-informed communications and user experience to modernize how the institution engages its audiences.
- Led enterprise brand strategy, strengthening institutional identity through strategic storytelling, creative direction and brand governance that elevated research, philanthropy, workforce partnerships, enrollment and public engagement.

Office of University Relations
University of Missouri System | June 2011 – June 2016

- Served as a trusted communications advisor to the president, developing executive speeches, presentations, systemwide communications, executive correspondence and strategic messaging that advanced institutional priorities while reinforcing the unique strengths and missions of Missouri's four public research universities.
- Recognized declining public confidence in higher education and conceived the president's statewide "Show Me Value" initiative, leading a two-year executive engagement strategy that brought the president to approximately 40 Missouri communities through middle school programs, civic presentations, employer visits, editorial board meetings and local media interviews to strengthen public understanding of higher education's value to individuals, communities and the state's economy.
- Expanded executive engagement by launching the president's first blog, monthly systemwide communications and executive video messages, creating more transparent and accessible channels that reinforced UM System priorities while celebrating the unique strengths, priorities and accomplishments of each campus.
- Partnered with interim president during a leadership transition to develop executive speeches, messaging and special communications initiatives—including the Bronze Telly Award-winning Poetry is Power campaign—that reflected his leadership voice and commitment to education, dialogue and community engagement.
- Served as a primary liaison between the UM System and campus marketing and communications leaders, aligning messaging, strengthening collaboration and ensuring consistent communications while respecting each institution's unique identity.
- Directed system-level digital communications, brand strategy and multimedia initiatives—including web, social media, executive messaging and Board of Curators communications—while establishing performance metrics that informed leadership decisions and strengthened organizational effectiveness.

College of Education
University of Missouri-Columbia | August 2006 – May 2011

- Served as a strategic communications partner to the dean, associate deans and department chairs, providing executive communications, leadership messaging and strategic counsel that advanced the college's academic, research and philanthropic priorities.
- Directed the college's integrated communications portfolio, overseeing publications, media relations, web, marketing, executive events and creative services, ensuring consistent messaging and brand expression in alignment with the broader university.
- Led advancement communications and donor engagement initiatives, supporting annual giving campaigns, scholarship communications, donor recognition and stewardship activities that strengthened alumni and philanthropic relationships.
- Managed high-profile executive events and signature college programs, including commencement activities, distinguished lectures, donor events and the Education Ambassadors program, creating meaningful engagement opportunities for prospective students, alumni, donors and community partners.

College of Agriculture, Food and Natural Resources
University of Missouri-Columbia | June 2003 – August 2006

- Supported the dean and chief of staff on executive priorities, preparing leadership briefings, stakeholder research, travel planning and executive correspondence while gaining firsthand experience in executive operations, strategic planning and constituent engagement.
- Partnered on entrepreneurial and experiential learning initiatives that expanded the college's public presence and learning opportunities, including retail, hospitality and branded product ventures that strengthened student learning, enhanced the college's reputation and created new avenues for alumni and community engagement.
- Helped develop and launch Mizzou Central at the Missouri State Fair, creating an interactive public engagement initiative that connected thousands of visitors with the university's teaching, research and extension mission and has since grown into a university-wide collaborative.
- Supported student recruitment, communications and marketing initiatives through statewide outreach, enrollment events, publications and partnerships that strengthened awareness of the college and expanded prospective student engagement.

Selected Service

- Lead, Strategic Enrollment Planning Committee, 2021-2026
- Lead, Chancellor's' Council, Marketing and Messaging Committee, 2020-2026
- Member, UMSL Strategic Plan Committee, 2018-2026
- Member, Campus Master Planning Committee, 2020-2026
- Member, Campus Infrastructure and Space Planning Committee, 2023-2026
- Member, Comprehensive Campaign Committee, 2022-2026
- Member, Human Resources Justification Committee, 2024-2026

Education

- Bachelor of Science in Agricultural Economics, University of Missouri-Columbia
- Master of Public Administration, University of Missouri-Columbia