



From the **PRESIDENT**

May 23, 2024

Dear Horned Frogs,

I am pleased to announce that Ms. Merianne Kimmel Roth has been appointed Vice Chancellor for Marketing & Communication at Texas Christian University. Ms. Roth's career spans both corporate and community executive leadership roles that will be beneficial in leading our outstanding Marketing & Communication division. Her impressive array of skills and brand expertise will be instrumental in TCU's quest to enhance our national reputation, elevate TCU's brand and further strengthen our community engagement efforts.

Serving TCU as Associate Vice Chancellor of Communications since 2019, Ms. Roth has championed strategic communications and integrated content development to tell the TCU story and enhance the TCU brand. As a team leader, she has invigorated TCU's communication strategies in the areas of internal and external communications, social media and multimedia engagement, events and community projects, crisis and issues management and TCU Magazine and Endeavors research publication.

Prior to TCU, Ms. Roth held leadership positions at JPS Health Network, RadioShack Corporation and Visit Fort Worth, among other key strategic marketing and communication roles. She earned a bachelor's degree from Mississippi University for Women and an Executive MBA from TCU. She is an active member of the Fort Worth community and has served on various boards, including the Fort Worth Forum and Fort Worth Country Day.



Ms. Roth begins her role as Vice Chancellor June 1, 2024. This announcement comes after an extensive nationwide search that attracted a robust candidate pool from top-tier universities. The search was launched after Tracy Syler-Jones announced her retirement from this position after nearly 25 years of dedicated service. My deepest appreciation extends to Vice Chancellor Don Whelan, the Search Committee Chair, and the entire Search Committee for their diligence and dedication, which greatly contributed to this successful outcome.

As a member of the President's Cabinet, the role of Vice Chancellor for Marketing & Communication is critical as we collaborate to develop TCU's next strategic plan and even more so as we work to achieve our greatest aspirations and lead our University into the future. Ms. Roth's vision for TCU's marketing and communication strategies will play a pivotal role in how we connect with our current and prospective students, alumni, faculty, staff and the broader community, while navigating the ever-evolving landscape of higher education.

Please join me in congratulating Ms. Roth on her new role.

Sincerely,

Daniel Pullin

