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NU-Q appoints Nanci Martin as Director of Strategic Media and Marketing

Doha, Qatar – November 2, 2015 –Following an extensive international search, **Nanci Martin** has joined the leadership team of Northwestern University in Qatar (NU-Q) as **Director of Strategic Media and Marketing**, greatly strengthening the university's marketing team. She joined the team on November 1 2015.

Nanci is a highly accomplished international senior marketing executive with 25 years of experience in communication, media relations and publications. She has earned a reputation for utilizing strategic partnerships to achieve long-term goals in higher education, international development, non-profit organizations and government.

As the principal at Global Communication Strategies, a role she held since 2011, she created and implemented fully operational communications and marketing departments for universities and NGOs. Her clients included Harvard University, The American University of Iraq, and Rhode Island College. Earlier, she served as director of communication and advertising for the U.S. Environmental Protection Agency (EPA) as deputy director of the press section. She also had key roles in the Governor's Office in Providence, Rhode Island, where she was deputy executive assistant, director of communications and press secretary.

Commenting on this appointment, Everette E. Dennis, Dean and CEO of NU-Q, "We are especially impressed with Nanci Martin's capacity for strategic thinking and planning as well as hand's on problem solving. She is the right addition to our team and her rich education marketing experience will help us promote journalism and communications as a career choice in Qatar and the region."

Nanci has professional experience in the region, including a decade at the American University in Cairo where she served as associate vice president for communication and marketing. An expert in systematic messaging, she led a team that designed American University in Cairo's successful "I am AUC" campaign which repositioned the university's profile across the Middle East region. She received her Master's degree from Georgetown and graduated from The Harvard Graduate School of Education.

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About Northwestern University in Qatar

Northwestern University in Qatar draws from its parent organization, [Northwestern University](#) (Evanston, Illinois), a distinguished history, famous programs and an exceptional faculty. Founded in partnership with Qatar Foundation, NU-Q provides a framework through which students explore the world and, ultimately, shape its future through its distinguished schools of [communication](#), [journalism](#), and [liberal arts](#).