

Edward D. Sevilla

Edward D. Sevilla, Senior Vice President, leads the Strategic Communications practice area, bringing more than 25 years of marketing and branding experience in both the private and public sectors.

At GG+A, Ed has conducted client work across a wide range of nonprofit sectors. At the University of Illinois at Urbana–Champaign and at Georgia State University, Ed led workshops with deans of the colleges and heads of units to refine campaign vision and messaging. At Vanderbilt University, Ed wrote the case for support and led the delivery of a comprehensive advancement communications review. As part of the firm's work with the American Heart Association, Ed helped refine the fundraising vision and messaging for a major new research initiative and wrote its case for support. On behalf of Jackson Laboratory, Ed and his team conducted a communications review, developed a messaging platform, and delivered a case for support and communications plan that guide fundraising activities.

Before joining GG+A, Ed served as Executive Director of Strategic Communications, Alumni Affairs & Development, at Harvard University. In this role, he was responsible for strategy and execution of integrated alumni affairs and development messaging between Harvard and its alumni worldwide. He led development communications messaging for the University and for the Faculty of Arts and Sciences, work that was recognized with the 2010 CASE Circle of Excellence Gold Award in the Annual Giving category.

As a moderator with Harvard Business Publishing, Ed contributed to the design and led the implementation of leadership and management training programs for Fortune 500 clients worldwide. Ed also served as Vice President for Enrollment Management and Marketing at Stonehill College, where he led the development and execution of a research-based strategic brand positioning for the College. Ed also served as Counselor to the President, providing advice on communications and guiding the execution of key initiatives of the institutional strategic plan.

Ed also served as Executive Director of University Relations at Bryant University. There, he developed institution-wide branding efforts, launched an integrated cross-media campaign, and led institutional communication efforts to successfully transition from Bryant College to Bryant University.

In the private sector, Ed worked in digital and interactive marketing at start-up companies and with leading brands such as AT&T, Kodak, and *Sports Illustrated*. Ed has been published by the American Marketing Association Symposium for the Marketing of Higher Education, *Journal of Product and Brand Management*, *Providence Journal*, and *USA Today*.

Ed is currently a member of the Yale Alumni Diversity and Inclusion Advisory Committee and is a member of the Board of Advisors to the Max Planck Alumni Association. His past leadership activities include election to the Board of Governors of the Association of Yale Alumni. He holds an MBA from The Wharton School of the University of Pennsylvania and a bachelor's degree in History from Yale University.

During his tenure with GG+A, Ed Sevilla has served the following client institutions:

*American Association for the Advancement of
Science*

American Heart Association

The Blake School

Brandeis University

Buckingham Browne & Nichols School

University of Chicago Medicine

University of Cambridge

Cancer Research UK

Cardiff University

Carnegie Mellon University

Carthage College

*Catholic Charities of the
Archdiocese of New York*

University of Chicago

University of Colorado

Cornell University

Curtis Institute of Music

Dartmouth College

Drexel University

University of Florida

Georgia State University

Global Fund for Women

*Houston Methodist Hospital
Foundation*

INSEAD

*University of Illinois at
Urbana–Champaign*

The Jackson Laboratory

Kenyon College

Lincoln Park Zoo

Mary Bird Perkins Cancer Center

Michigan State University

*Montréal Children's Hospital
Foundation*

Museum Kunst der Westküste

*New York University Stern
School of Business*

University of Notre Dame

Oregon State University

Philadelphia Museum of Art

Philadelphia Orchestra

Pratt Institute

Princeton University

Pulmonary Fibrosis Foundation

*San Francisco Museum
of Modern Art*

St. Mary's College of Maryland

*Teachers College,
Columbia University*

Texas Children's Hospital

University of Toronto

Vanderbilt University

University of Vermont

Williams College