

Sybil Wyatt



Sybil Wyatt, Senior Consulting Vice President for Strategic Communications, brings to the firm more than 35 years of communications experience, including extensive work in the higher education and corporate sectors, both nationally and internationally.

Sybil served most recently as Director of Communications for Central European University (CEU) in Budapest, which recruited her during its 20th anniversary year to establish its first communications office. During her tenure, she advanced top institutional priorities and strengthened central communications functions via an aggressive two-year strategic plan. She increased the quantity and reach of university news, introduced print and electronic communications vehicles for internal and external audiences, oversaw development of a new university website, named and directed creative services for the multiplatform *Feed Your Mind, Find Your Passion* student recruitment campaign, initiated social media and international media relations programs, and spearheaded a project to establish a distinctive, cohesive institutional identity.

Prior to her work at CEU, Sybil served as Executive Director of Communications at the University of California, Berkeley, School of Law, where she led a comprehensive upgrade of external communications. A top priority was to direct a positioning project for the school that involved a sensitive name change and branding of all units. Among her diverse responsibilities was hands-on leadership of development communications, which included naming and producing a suite of literature for the \$125 million *Big Challenges, Bold Action* campaign.

Previous positions include Director of Development Communications for the Johns Hopkins Institutions during its \$3.7 billion *Knowledge for the World* campaign, Head of Marketing Communications for Bechtel Corporation, Manager of Special Publications for Oak Ridge National Laboratory, Director of Communications for the University System of Maryland during its \$200 million *The Minds of Maryland* campaign, and Communications Specialist for the Tennessee Valley Authority.

Sybil has earned international, national, and regional awards from the Council for Advancement and Support of Education, the Association of Marketing and Communication Professionals, the International Association of Business Communicators, the National Association of Government Communicators, and the Society for Technical Communication. She holds a bachelor's degree in communications from the University of Tennessee.

During her tenure with GG+A, Sybil Wyatt has provided counsel to the following client institutions:

University of Alberta

Temple University

Cancer Research UK

Vanderbilt University

Charlotte Country Day School

Yale-New Haven Hospital

Folger Shakespeare Library

Yale University School of Medicine

The Johns Hopkins University

Sidwell Friends School

Kenyon College

University of Rochester

New Jersey Performing Arts Center

Colgate University

The University of North Carolina at Chapel Hill