



Benchmarking Co-Chair Nominee

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My first NACRO conference was in July 2021—an interesting experience, given that it was virtual, and we were all just trying to get through the days! However, my true introduction to NACRO came at the in-person annual conference in July 2022. There, I received the best advice from a board member: “If you want to get the most out of NACRO, get involved with a committee.” That summer, I signed up for what I now consider the best committee—Benchmarking.

My career in corporate engagement spans more than a decade, bridging higher education and industry. One key lesson I’ve learned is that these two sectors often speak different languages. While student impact stories resonate deeply with us in higher education, corporate partners focus on a more quantitative measure: return on investment. Understanding this dynamic has shaped my approach to fostering meaningful industry relationships. I found my home in the Benchmarking Committee because it perfectly balances data-driven insights with the human impact of corporate engagement. Over the past three years, I have contributed to NACRO’s thought leadership by supporting survey development and deployment, refining data collection methods, and helping shape publication strategies that elevate the profession of corporate relations officers.

Each service year has brought new challenges—something I genuinely enjoy. As corporate relations professionals, we often work in ambiguity, balancing the needs of our institutions with the expectations and wants of our corporate partners. This dual perspective allows us to drive change, though it is sometimes misunderstood by those unfamiliar with corporate engagement.

As Benchmarking Co-Chair, I aim to refine our data collection and survey methodologies, ensuring they produce actionable insights that set best practices for the profession. More importantly, I want to continue driving conversations that establish gold standards for corporate relations officers and reinforce NACRO’s leadership in this space.