



### **Communications Co-Chair Nominee**

**Stephanie Larson**, Associate Director, Office of Corporate Relations, University of Illinois Urbana Champaign



I joined the Office of Corporate Relations at the University of Illinois Urbana Champaign in 2022 and work to engage companies in the advertising, entertainment, communications, electronics, recreation, hospitality, software, and technology industries. I quickly joined NACRO and attended Bootcamp within the first 3 weeks of my role. I joined the Communications Committee in July of 2022 and have remained active in this committee since then, working on the newsletter and social media subcommittees. Prior to working at the OCR, I spent nearly 14 years with the Technology Entrepreneur Center in the Grainger College of

Engineering where I led, designed, and implemented new and existing student programs. I ran a campus-wide new venture competition, a residence hall for entrepreneurs, an annual student trek out to Silicon Valley, among other programs. Prior to TEC, I led several grassroots and event marketing campaigns. I even spent a year of my life driving a giant 22-foot Pepperidge Farm Goldfish Mobile from coast to coast. I have worked with many clients such as Kellogg's, Nike, Home Depot, Kraft Foods, Cadillac and Sprint in a variety of marketing capacities. I also worked for a startup branding agency in Chicago as an Account Supervisor on the Yellowtail Wine account and a mid-size marketing firm in Chicago as a project manager on Motorola Mobile Device projects.

I graduated from the University of Illinois with a B.S. in Advertising & Communications and definitely bleed orange and blue. I appreciate making an impact at my alma mater. In my spare time, I enjoy attending the many sporting events that my children participate in, rooting for the Illini, exploring different culinary cuisines, family vacations, and am also learning the joy of vegetable and flower gardening.