



NACRO

NETWORK OF ACADEMIC
CORPORATE RELATIONS OFFICERS

Member At-Large Nominee

Thomas Manshack, Executive Director, Corporate & Foundation Relations University of North Texas



I have been an active NACRO member since 2015, serving as co-Chair of the Professional Education Committee from 2022-2024. Recent service includes:

- Member-at-Large Subcommittee- Co-leading the development of a certification module on engaging alumni in corporate relations
- Benchmarking Committee – Helping develop and edit the Institutional Survey, Career Exploration Survey, and refresh of the landmark “Five Essential Elements” whitepaper
- Excellence In Equity Subcommittee – Supporting a partnership initiative
- Conference Experience Subcommittee – Assisting with planning for the 2025 conference in Kansas City

Over the past decade, I’ve been inspired by NACRO’s evolution as a leader in national discussions on best practices in university-industry partnerships. When I was a newly-minted CFR officer, with only the faintest idea of a path to success, reading NACRO’s original “Five Essential Elements” whitepaper was a formative experience in how I came to understand the role of corporate relations on a university campus. Attending Bootcamp (then called Blueprint) reinforced that I wasn’t alone – that others were wrestling with the same challenges, and that many were finding success through collaboration.

NACRO has also been invaluable in my professional growth. This is where I learned to lead collaborative groups, develop strategic plans, and execute major projects with large teams. These skills have been essential in my work and helped me advance to where I am today. I am excited about the opportunity to serve as a Member At-Large on the NACRO Board, and continue giving back to the organization that has meant so much to me and many others in our field.