



Executive Biography: Tim Cobb
Higher Education Branding & Strategic Marketing Leader

Tim Cobb brings over 30 years of experience orchestrating transformative marketing and communications strategies for top-tier higher education institutions and professional services organizations. A unique blend of high-level strategist and creative tactician, Tim specializes in stabilizing institutional brands and aligning complex marketing initiatives with aggressive organizational goals.

Most recently, Tim served as Interim Vice President for Communications and Marketing at the University of Maryland, Baltimore County (UMBC), where he transformed a 27-person integrated team and launched a comprehensive brand research study to define the institution's national distinction. His career is marked by a consistent ability to reverse downward trends; as Vice President for Marketing and Communications at Willamette University, his leadership successfully reversed a seven-year decline in undergraduate enrollment in less than three years and managed the complex brand integration of the Pacific Northwest College of Art (PNCA).

His expertise in "precision engineering" the student journey was further proven as Chief Marketing Officer at Southwestern University, where his teams leveraged hyper-personalization and variable data media to produce the largest incoming class in school history while winning national recognition for creative excellence. Recently, Tim also led the brand identity redesign for Bemidji State University, replacing legacy municipal aesthetics with a research-backed, collegiate identity system.

Before his leadership roles in academia, Tim served as Managing Director and Creative Strategist for major agencies, providing expertise for a diverse portfolio of national and international clients.

Professional Credentials & Leadership:

Education: Master of Management Science, Purdue University (Krannert School of Business); B.S. in Business, Oregon State University.

Industry Leadership: Past President of both the Portland Advertising Federation and the Oregon Marketing Association.

Community: Certified NCAA Track & Field Official and dedicated supporter of USA Track and Field.