

ANNOUNCING A STRATEGIC APPOINTMENT: CHIEF MARKETING AND COMMUNICATIONS OFFICER

Tuesday, September 23, 2025

To all faculty and staff,

I am pleased to announce the appointment of Chris Foley Pilsner as the university's first-ever Chief Marketing and Communications Officer – a position recently created in conjunction with the Strategic Vision 2030 initiative to elevate awareness of the power of an Oakland University education.

When Chris begins her tenure with Oakland effective Monday, October 27, she will bring a wealth of experience leading integrated brand, marketing and communication strategies, as well as a track record of digital transformation and organizational change in higher education settings.

“Oakland’s student-centered mission and deep commitment to community are truly inspiring,” she said. “I’m excited to work alongside colleagues all across campus to share that story and help elevate the university's impact and success.”

Chris currently serves as Executive Director of Relationship Management and Digital Experience at the University of Massachusetts Amherst – a role created for her after her considerable success in the role of Assistant Dean and Chief Marketing Officer at the university’s highly acclaimed Isenberg School of Management.

In both of these roles, she has led enterprise-wide strategies that integrate marketing, technology and cross-functional governance to advance student success and strengthen institutional reputation.

Chris forged a professional foundation in brand strategy with 15 years of experience in advertising, leading integrated campaigns for global clients like Diageo, Kraft and Novartis at agencies including JWT, Deutsch and Havas.

I hope you will join me in welcoming Chris and supporting her efforts to advance Oakland in every way possible.

Thank you,



12/5/25, 9:23 AM

09-23-2025 - Office of the President - Oakland University

Ora Hirsch Pescovitz, M.D.

President