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Recommended Citation

Office of University Communications, "Gardner-Webb Hires New Vice President for Marketing" (2016). *Gardner-Webb NewsCenter Archive*. 807.
<https://digitalcommons.gardner-webb.edu/gardner-webb-newscenter-archive/807>

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Gardner-Webb Hires New Vice President for Marketing

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Office of University
Communications

September 22, 2016

Richard McDevitt Brings More Than 25 Years of Experience to the University

BOILING SPRINGS, N.C.—Richard McDevitt has joined Gardner-Webb University as Vice President for Marketing. In this additional cabinet level position, he reports directly to President Dr. Frank Bonner, and he leads the new Marketing Division. This includes all university communications staff in marketing, public relations, creative services, web design and digital communications and broadcasting.

He comes to GWU from The University of North Carolina at Charlotte where he was Senior Director of Marketing for eight years. “My colleagues and I have been delighted to welcome Richard McDevitt to our team,” President Bonner affirmed. “We are fortunate to have attracted a professional like Richard. He has already demonstrated a wealth of expertise and experience and is advancing our marketing and communications operations dramatically.”

Originally from Chapel Hill, N.C., McDevitt received his Bachelor of Science in Communications from Appalachian State University and has more than 25 years of experience in the field. A marketing, communications and brand professional, McDevitt is an award-winning creative strategist and a leader with executive experience and perspective in both public and private enterprise.

“I’m delighted to be at Gardner-Webb,” McDevitt shared. “This is a university with a long and distinguished history as well as a vital role to play regionally and nationally right now. I am excited about the opportunity and look forward to telling the GWU story in new and powerful ways.”

Located in Boiling Springs, N.C., Gardner-Webb University’s purpose is to advance the Kingdom of God through Christian higher education by preparing graduates for professional and personal success, instilling in them a deep commitment to service and leadership, and equipping them for well-rounded lives of lasting impact, Pro Deo et Humanitate (For God and Humanity).