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Medical College of Wisconsin Names Senior Vice President of University Engagement and Strategic Planning

Milwaukee, August 1, 2019 - Mara Lord, MBA, has been named Senior Vice President, University Engagement and Strategic Planning, for the Medical College of Wisconsin (MCW), effective Sept. 1, 2019.

As Senior Vice President, University Engagement and Strategic Planning, Lord will help advance MCW's impact as a leading health sciences university. She will provide leadership for University strategic planning, communications, brand strategy and external engagement.

Lord has served in several leadership roles for MCW over the past decade, including: Director of Strategic Planning; Chief of Staff; Vice President for Communications, Experience and Brand Strategy; and most recently Interim Chief Development Officer. She brings more than 25 years of experience in communications, strategic planning and leadership to this new role, having worked previously with the University of Washington, Community Birth & Health (Seattle), Costa Rica Tourism, Summerfest/Milwaukee World Festival, Inc., WISN-TV and ABC.

"We believe partnership is essential to a thriving community and healthier world. Mara's highly collaborative and creative approach will amplify our capacity to make strategic connections that contribute to the health and vitality of our community," said John R. Raymond, Sr., MD, president and chief executive officer of MCW.

Lord earned her Bachelor of Arts in the Comparative History of Ideas from University of Washington and her Master of Business Administration from the University of Wisconsin-Milwaukee Lubar School of Business. She is working toward a Doctorate in Public and Community Health at MCW.

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[About the Medical College of Wisconsin](#)

With a history dating back to 1893, The Medical College of Wisconsin is dedicated to leadership and excellence in education, patient care, research and community engagement. More than 1,200 students are enrolled in MCW's medical school and graduate school programs in Milwaukee, Green Bay, and Central Wisconsin in 2016. MCW's School of Pharmacy opened in 2017. A major national research center, MCW is the largest research institution in the Milwaukee metro area and second largest in Wisconsin. In FY2016, faculty received more than \$184 million in external support for research, teaching, training and related purposes. This total includes highly competitive research and training awards from the National Institutes of Health (NIH). Annually, MCW faculty direct or collaborate on more than 3,100 research studies, including clinical trials. Additionally, more than 1,500 physicians provide care in virtually every specialty of medicine for more than 525,000 patients annually.