

KRYSSA COOPER

ASSISTANT VP FOR BRAND STRATEGY AND COMMUNITY ENGAGEMENT



Kryssa Cooper serves as assistant vice president for brand strategy and community engagement within Clemson University's Division of Student Affairs. She was appointed to the position in January 2022 after two years as the division's director of corporate and community engagement. In her current role, Cooper oversees division commercial sponsorship coordination and the City of Clemson programs liaison. She also has responsibility for planning large-scale divisionwide events, contributing to the strategic direction of Student Affairs.

Cooper serves as a liaison to the Board of Trustees Student Affairs Committee and the Board of Visitors Student Engagement and Success Committee. Cooper was a member of the President's Leadership Institute (PLI) cohort in 2020-21.

As director of corporate and community engagement, she worked closely with Clemson Sports & Campus Marketing as the relationship manager with an expanded responsibility to include cultivating and stewarding other corporate and community partners for Student Affairs. With the recently formed CAPCO, this new role will encompass oversight in the areas of corporate and community partnerships.

Under her watch, Student Affairs has enjoyed unprecedented growth in sponsorship revenue. She helped secure more than \$250,000 in both the 2019 and 2020 fiscal years and manages a portfolio of more than 25 corporate partners. The sponsorship revenue earned is distributed to various programs within Student Affairs to support the division's core themes of health, safety and wellness, student learning, inclusive excellence and staff experience. Programs such as the Career Center Clothes Closet, JCPenney Suit Up event, Tigerama, Celebrate Safely, The Big Event and many others and student organizations have benefitted from this revenue source.

Cooper came to Clemson after more than 10 years as an independent development professional for several businesses and nonprofits in California. Most notably, she was a contracted brand strategist for the 2016 San Diego International Film Festival. She managed a portfolio of 35 media and sponsorship contracts, an increase of 42 percent over the prior year. She also oversaw work that resulted in an increase of 95 percent from patron contributions.

Prior to her time in California, she lived in the Southeast, highlighted by 11 years working various positions for Delta Air Lines in Atlanta. She began her career in Delta's management training program, which provided opportunities to learn all aspects of the company's operations.

A native of Alabama, Cooper earned a bachelor's degree from Virginia Tech in May 1988 and a nonprofit development certification from the University of California at San Diego. She is currently enrolled in Clemson's MBA program.

She and her husband, Dave, have two sons, David and Bryan, and daughters-in-law Morgan (Bryan) and Ashley (David).