

John H. Millsaps

1476 Twin Branches Circle SE, Marietta GA 30067 • johnmillsaps@gmail.com; john.millsaps@gpc.edu • Work: 678-891-2544 Cell: 404-539-8471 • LinkedIn

Expertise

Industries: higher education, non-profits, insurance, travel and tourism

Fields: public speaking, all written communications, including speechwriting, editing, marketing analysis and marketing development, media relations, strategic communications, crisis communications, graphic design, photography, public relations, fundraising and stewardship, budget management

Strengths: analytic review of both long-term and fast-developing situations designed to provide clear direction and options for decision and execution to achieve results. Strong listening and communication abilities and ability to create and foster empathy with individuals and among various publics served by an organization.

Experience

Interim Vice President for Institutional Advancement at Georgia Perimeter College

June 2015 – Present: Overall responsibility for five departments: development, marketing/communications, grants and contracts, alumni affairs and community relations for five-campus, 21,000 student two-year college in metropolitan Atlanta. The division positions the institution with various constituents and publics, provides overall institutional branding and marketing, conducts fundraising and solicits grants and contracts for College programs and needs as well as seeks greater alumni and community engagement with the college.

Associate Vice President, Institutional Advancement at Georgia Perimeter College

August 2014 – May 2015: Responsible for the stewardship and donor relations activities of the Office of Institutional Advancement for this 21,000-student, two-year college in metropolitan Atlanta, with five campuses. Also support efforts in the areas of development, marketing and communications, alumni affairs and the Georgia Perimeter College Foundation. Serve on both the president's executive team and cabinet.

Associate Vice Chancellor, Media & Publications at Board of Regents of the University System of Georgia

October 2006 – November 2014: Serve as chief spokesperson for governing Board of Regents of Georgia's 31 public colleges and universities; responsible for media relations, communications, marketing, crisis management, messaging and issues management. Support government relations' efforts and coordinate communications activities with campus public relations/public information offices as well as other state agencies.

Assistant Vice Chancellor, Media & Publications at Board of Regents of the University System of Georgia

October 2005 – September 2006: Support communications and marketing efforts for the governing board of Georgia's public higher education system, including oversight of all marketing and communications materials, speechwriting for Chancellor and senior officials, media relations, and liaison with campus communications offices; support the Associate Vice Chancellor for Media & Publications.

Director of Media and Publications at Board of Regents of the University System of Georgia

September 1995 – October 2005: Support communications and marketing efforts for the governing board of Georgia's public higher education system, including researching and writing communications, overseeing production of University System monthly newsletter, designing various publications and marketing collateral and supporting the Associate Vice Chancellor for Media & Publications.

Vice President of Communications at DeKalb Chamber of Commerce

March 1990 – August 1995: Responsible for internal and external communications for urban metro chamber, including monthly chamber meetings, annual meetings, media relations, marketing and communications, as well as communications for affiliated Convention & Visitors' Bureau

Vice President of Communications at Georgia Hospitality and Travel Association

April 1988 – February 1989: Responsible for internal and external communications for association representing Georgia's hospitality industry: worked closely with State of Georgia Department of Tourism. Oversaw analysis and production of housing section of 1996 Olympic Games bid.

Manager, Corporate Communications at Cotton States Insurance

October 1986 – April 1988: Responsible for external and internal communications in a three-state area for regional insurance carrier. Coordinate production of internal publications, external media relations, special events and projects and investor relations. Managed annual intercollegiate basketball tournament as part of responsibilities.

Manager Public Relations at Six Flags Over Georgia

February 1983 – September 1986: Supervised internal staff and outside public relations agency in publicity placement and overall public relations efforts for regional theme park hosting two million visitors annually from seven-state region. Responsible for community relations, media relations, and coordination with local and state tourism agencies and state press associations. Served as company spokesperson. Provided support for marketing division and coordinated activities with corporate office.

Media Director at Saint Louis Symphony Orchestra

July 1980 – February 1983: Directed local, regional and national media relations for one of nation's top ten symphony orchestras. Coordinated and arranged publicity and coverage of artists and events. Directed all photographic activity for marketing and advertising and supporting marketing and advertising director.

Assistant Manager Public Relations at Six Flags Over Mid-America

February 1977 – June 1980: Supported marketing and media relations efforts for regional theme park, including external communications to public via news releases and media placement and internal communications through employee publications. Responsible for community relations' activities and directed activities of Chicago-based public relations agency.

Education

University of Missouri-Columbia: Bachelor of Journalism – news-editorial sequence, and minor in honors political science with focus on Southeast Asia: 1972 - 1976

Organizations

Current:

- ◆ Georgia Education Advancement Council, past member of the Board and president for GEAC
- ◆ Council for the Advancement and Support of Education, past member of conference committee for District 3