BCM ORGANIZATIONAL CHART

Kristen Lainsbury
Vice President for Communcations and Marketing

Sonja Harris
Assistant to the Vice President for Communications and Marketing and Office Coordinator

EDITORIAL

Mary Pols
Senior Director of Communications and Editorial

Meredith McCarroll
Senior Writer and Editor

Aly DeMarco
Staff Writer

PHOTO/VIDEO

Phyllis Graber Jensen
Director of Photography and Video

Theophil Syslo
Multimedia Producer

MARKETING STRATEGY AND CONTENT

Nick O'Brien
Senior Director of Marketing Operations

Dave Ernst
Associate Director of Digital Marketing

Jake Paris
Web Developer
(*Shared with ILS*)

NEW
Advancement Communications and Marketing Specialist

Alyssa Giacobbe
Director of Content Marketing

DESIGN

Kirsten Marjerison
Senior Creative Director

Tammy Caron
Senior Visual Designer

Kirsten Burns
Visual Designer

ATHLETICS

Chris McKibben
Assistant Athletic Director for Communications

Aaron Morse
Associate Athletic Communications Director

Tia Day
Coordinator of Athletics Marketing and Promotions

Bates | Communications & Marketing

UPDATED JANUARY 2026