



Office of the President

July 20, 2018

Daemen College  
Faculty and Staff

Dear Colleagues,

I hope you are enjoying the summer weather and are finding some time to relax with family and friends. I am writing with several updates.

I am delighted to report that after an extensive national search by a committee comprised of Daemen faculty, staff, and students, we have appointed Rachel Leidenfrost to serve as associate vice president of marketing and communications, effective August 13. She will lead Daemen's marketing initiatives, brand strategy, and plan development and implementation, and will also oversee the areas of marketing, communications, and publications. Rachel brings tremendous energy and marketing skills to this role, and we are confident she will be a strong leader in building an integrated marketing and communication program for our college.