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alumni engagement consulting©

A Global Alumni Consulting Organization

Christopher J. Vlahos

Owner and Principal | Chris Vlahos Alumni Engagement Consulting

Education: The Ohio State University, B.A., M.A.

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Chris has worked in executive alumni relations management since 2001, and is a global traveler, speaker and industry evangelist. He works with clients through the lens of purposeful alumni engagement — a metrics-based approach to institutional advancement through insight, strategy, and experience. Chris is the author of more than 20 articles, most notably his work on the linkage between alumni engagement and fundraising. He has assisted more than 90 colleges, universities, schools, health science institutions, Greek letter organizations and non-profit groups in North America, the U.K. and Australia in the areas of alumni engagement-based organizational architecture, strategic planning, brand development, volunteer board alignment, marketing research, membership strategies and executive coaching.

He served as Associate Vice President of Alumni Relations at Case Western Reserve University, as President and Executive Director of the University of Arizona Alumni Association, as Executive Director for the Thunderbird School of Global Management Alumni Association, and as Vice President of Membership & Marketing at the Ohio State University Alumni Association.

Chris has worked in the alumni engagement consulting field as a Consulting Vice President of Grenzebach Glier + Associates, and as Principal of Marts & Lundy, where he launched M&L's alumni practice area in 2016. Chris continues to serve Marts & Lundy clients in an affiliate relationship.

Prior to his institutional advancement career, Chris worked for 20 years in the field of marketing communications, brand management and media strategy for some of the most recognizable consumer names in the industry, such as Anheuser-Busch; Mars, Inc.; Procter and Gamble; and General Motors.

Chris has maintained a long affiliation with EducatePlus in Australia and the Council for the Advancement and Support of Education (CASE). Chris has served CASE as a faculty member in the U.S., Asia and the U.K.; as a two-time chair of the Summer Institute on Alumni Relations; and as a member of the CASE Commission on Alumni Relations. He has been recognized as a CASE Laureate; as a recipient of the CASE Crystal Apple award; and "One of 15 Alumni Relations Leaders You Should Follow on LinkedIn."

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