



NEWS RELEASE

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DAVENPORT UNIVERSITY APPOINTS NEW EXECUTIVE VICE PRESIDENT OF MARKETING & COMMUNICATIONS

GRAND RAPIDS, Mich., May 31, 2017 – After a thorough national search, Davenport University appointed Debra Cooper as the new Executive Vice President of Marketing and Communications. Cooper has been with Spectrum Health and subsidiary Priority Health for the past 12 years, leading marketing, digital marketing and enterprise customer relationship management functions in a variety of executive roles. When she joins Davenport in July, Cooper will assume responsibility for brand and marketing strategy development and execution of all marketing and communications initiatives for the University while providing leadership for community and government relations programs.

“We are pleased to bring in an accomplished executive who has demonstrated such high levels of leadership and achievement in the business and healthcare fields,” said Dr. Richard Pappas, President of Davenport University. “Debra will be a strong addition to Davenport’s Leadership Team as we continue to guide the University toward ever higher levels of quality outcomes.”

Before joining Spectrum, Cooper led global and North American marketing units at Steelcase Inc. for 11 years, developing and implementing brand positioning and marketing plans. She also served as Director of Brand Marketing for Zenith Corporation in Chicago where she spent the early portion of her career.

Cooper obtained her Bachelor of Business Administration from Grand Valley State University and completed master’s level coursework at Northwestern University’s Kellogg School of Management in Chicago. She currently serves as a Board Member for the Ronald McDonald House of West Michigan.

About Davenport University

Founded in 1866, Davenport is a private, non-profit university serving nearly 8,000 students at campuses across Michigan and online. With tuition among the lowest of all private universities in the state, Davenport provides high academic quality, small class sizes, conveniently located campuses, faculty with real-world experience and more than 80 dynamic undergraduate and graduate programs addressing in-demand careers in business, technology, health professions and urban education. More information is available at www.davenport.edu.

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