Romi Carrell Wittman, MBA

Tucson, Arizona · romi.wittman@gmail.com

Professional Summary

Communications executive with more than 25 years leading corporate communications, public relations, marketing and reputation management for public media, an electric utility and a major research university. Trusted adviser to CEOs, executive teams and deans who builds the plan, builds the team and delivers the message when the stakes are high. Pairs an MBA and executive leadership team experience with a working writer's command of every channel.

Core Strengths

Corporate Communications · Public and Media Relations · Crisis and Issues Communications · Reputation Management · Executive Counsel and Media Training · Brand Strategy · Stakeholder Engagement · Team and Function Design · Writing, Editing and Publication Design

Communications Leadership

Director of Marketing & Communications | Professor of Practice

University of Arizona College of Education, Tucson · Oct. 2025 to present

- Lead marketing and communications strategy for the college, its academic departments and programs, reporting to the dean
- Write all copy, magazine features and press releases
- Wrote and launched the college's FY27 Marketing & Communications Plan, including a digital ad campaign targeting Arizona
- Serve as the college's liaison to University Marketing and Communications/News departments, aligning messaging with the institutional brand and strategy
- Built a Monday.com intake and ticketing system that replaced ad hoc requests and made workload and priorities visible
- Direct media relations and announcements; write, edit and design Reimagine, the college's magazine
- Lead a comprehensive review of the college website's structure and content

Independent Strategic Communications Consultant & Writer

Self-employed, Tucson · Aug. 2000 to present

- Advise agencies, utilities, nonprofits and businesses on communications strategy, public relations and content
- Wrote a PR roadmap for an electric cooperative facing a controversial project
- Produce communications for Tucson Electric Power and for Thomae Advertising clients, including the Tucson Desert Song Festival and Arby's of Southern Arizona
- Feature writer for Tucson Lifestyle and BizTucson

Chief Marketing & Communications Officer

Arizona Public Media (NPR 89.1, PBS 6, PBS Kids, WORLD), Tucson · Sept. 2014 to Jan. 2016

- Member of the executive leadership team for a multistation public media organization
- Owned corporate messaging, brand, public relations, media relations and fundraising campaign strategy across all stations

Director of Marketing & Communications

Trico Electric Cooperative, Marana, Arizona · Jan. 2007 to Sept. 2014

- Led corporate communications, public relations and marketing for a $100 million-plus not-for-profit electric utility, reporting directly to the CEO
- Wrote and produced member-facing video, including the "day in the life" film for the 2013 Annual Meeting

Higher Education Leadership

Program Director & Professor of Practice

University of Arizona, Organizational Leadership + Regional Commerce Program · Jan. 2016 to Oct. 2025

- Directed a fully online bachelor's program, managing course scheduling and faculty staffing; adjunct faculty 2008 to 2016
- Secured approval for a new minor in Organizational Leadership
- Promoted to full Professor of Practice in 2025, the highest career-track faculty rank
- Faculty senator; co-chaired the career-track faculty committee and chaired the Annual Performance Review committee for four years

Education

- MBA, University of Arizona Eller College of Management
- BSBA, dual major in Marketing and Entrepreneurship, University of Arizona

Honors and Certifications

- Inspiration and Exceptional Faculty Member, Arizona Online, University of Arizona, 2023
- Faculty of the Year, University of Arizona South Foundation, 2019
- SEO, LinkedIn, 2024
- Adobe Creative Education, Adobe, 2023

Leadership and Service

- Board member and social media chair, PRSA Southern Arizona Chapter, 2024
- Board of directors, Greater Tucson Leadership, 2011 to 2019; program graduate
- Co-founder and board member, Southern Arizona Beagle Rescue, 2001 to present