



Emily Reagan
Vice President, Chief Marketing and
Communications Officer
The University of Texas at Austin
Austin, TX

Emily Reagan was appointed the first Vice President and Chief Marketing and Communications Officer for the University of Texas at Austin in November of 2020. In this role, she drives the overall strategy, vision and direction of the UT brand, leads university marketing and communications efforts, and delivers a consistent narrative and in support of the university's mission, brand, strategic goals and objectives and reputation management.

Emily first joined UT Austin as McCombs School of Business' first Chief Marketing Officer in 2018. As an active alum, she has brought fresh perspective, passion for building both the UT Austin and McCombs brands, and deep integrated marketing expertise to her alma mater.

Prior to McCombs, Emily was SVP, Integrated Marketing at Bazaarvoice, a marketing services company based in Austin. In this role she was responsible for brand management and thought leadership as well as managing paid, earned, and owned marketing channels to drive awareness and demand for the global business. During her 6-year tenure at Bazaarvoice she was also VP, Lifecycle Marketing and Director, Demand Generation.

She began her career in Dallas in a Public Relations role at EDS (now an HP company) and proceeded to grow her responsibilities in marketing communications and sales support before heading to graduate school. Following her MBA, she worked in Los Angeles and San Francisco as a senior strategy consultant for Viant, an e-business consultancy, working with clients such as Sony Pictures and Kinkos to build and execute their digital strategy. She then held numerous leadership roles in marketing at TXU Energy, RadioShack, and Guitar Center, Inc. Emily was also SVP, Group Account Director and VP of Strategy and Insights for WPP-owned agency Wunderman DC, where she led accounts such as AARP, Audi of America, and Procter and Gamble.

Emily earned her MBA from The University of Texas at Austin's McCombs School of Business and a BA in Journalism from Southern Methodist University. Emily is also former chair of the McCombs MBA Advisory Board and of Hands on DC, an all-volunteer organization committed to improving the physical learning environment in Washington, DC's public schools. She served three years on the selection committee for Austin Woman Magazine's Women's Way Awards and was honored in 2021 as a finalist for Austin Business Journal's Profiles in Power.