

Kim Steinmetz

Vice President, Marketing and Communications



About Thunderbird:

Thunderbird is the world's No. 1-ranked school of international business with more than 65 years of experience in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Dedicated to preparing students to be global leaders and committed global citizens, Thunderbird was the first graduate business school to adopt an official Professional Oath of Honor. Thunderbird's global network of alumni numbers 40,000 graduates in 147 nations worldwide. The school is sought out by graduate students, working professionals and companies seeking to gain the skills necessary for success in today's global economy.

www.thunderbird.edu

Areas of Expertise:

Marketing Strategy, Research, Lead Generation, Brand Management, Event Strategy, Advertising, Public Relations, Social Media and Corporate Communications.

As Thunderbird's Vice President of Marketing and Communications, Kim Steinmetz sets strategy to support global recruitment, promote the school's brand, and engage with customers on campus and abroad. She oversees digital strategy, market research, lead generation and nurture campaigns, advertising, public relations, social media, partnerships and communications. Before coming to Thunderbird in 2006, she worked extensively in the media industry, most recently leading the marketing department at The Arizona Republic and azcentral.com. In this role she oversaw promotions, creative, research, data management and partnerships. Kim earned a Bachelor of Arts at Cornell College and began her marketing and communications career in Wisconsin at the state's business association. Since then she has held positions of increasing responsibility at television, radio and newspaper companies in Minnesota, South Carolina and Arizona. During her career, she gained extensive experience in digital marketing from some of the pioneering companies in the new media space including Disney, ABC, Gannett and McClatchy. She earned Ad Club and Newspaper Association of America awards in each state where she worked. She also has been a recurring judge for the annual American Marketing Association Spectrum Awards. Recently completed marketing initiatives under her leadership include the production of the school's first television commercial, shot on four continents in less than 20 days; and the comprehensive redevelopment of thunderbird.edu in 2012. Kim enjoys working with Thunderbird students and alumni, and shares their passion for the school's global mission. She is conversational in French and is learning Spanish and Italian. She lives with her husband and two young daughters in Scottsdale, Arizona.

Educating global leaders who create sustainable prosperity worldwide