

# Christina Wynn, Ed.D.

*Preferred pronouns – she/her*

## EDUCATION & DEVELOPMENT

- Ed.D., Organizational Leadership, Northeastern University. Dissertation title – How Community College Managers Assess Readiness of Technical Employees Transitioning into Middle Management: An Exploratory Case Study
- MBA, University of Massachusetts
- BS, Business Administration, Massachusetts College of Liberal Arts
- Community College Leadership Academy
- Community College Business Officers Leadership Academy
- Civic Action Project (CAP) Collaborative Executive Fellow

## PROFESSIONAL WORK EXPERIENCE

### **Berkshire Community College (2010 – present; ascending roles)**

Vice President for Administration & Finance/Chief Financial Officer (2023-present)

As a strategic leader, I oversee the institution's financial health, ensuring sustainable resource allocation to support its mission. I manage budgeting, financial planning, audits, and compliance while providing leadership for key operational areas such as accounting, procurement, facilities, information technology, and auxiliary services.

Accomplishments:

- Directed the development of multi-year financial forecasts and performance models, aligning a \$25 million annual budget with strategic priorities to optimize institutional sustainability and growth.
- Oversaw six critical operational divisions, streamlining workflows across procurement, IT, and facilities, resulting in increased operational efficiency and enhanced campus-wide service delivery.
- Acted as primary liaison to the Board of Trustees Finance Committee, presenting actionable insights and securing unanimous approval for a \$20 million budget across multiple fiscal years.
- Secured \$5 million in capital funding through rigorous cost-benefit analyses, enabling the launch of a campuswide sustainability initiative and modernization of IT infrastructure.
- Championed a professional development program, increasing staff participation and cultivating leadership pathways that enhanced workforce retention and morale.

### **Dean of Enrollment Management (2017 – 2023)**

As Dean of Enrollment Management, I was principally responsible for developing, implementing, and supervising the college's services and programs that support enrollment and student success. In this role, I lead Marketing & Communications, Admissions, Academic Advising, the Registrar, and Student Financial Services. In addition, I served as the college's spokesperson, led credit for prior learning assessment, and served in several leadership roles, including chairing strategic planning and NECHE accreditation sub-committees. I was responsible for ten direct reports, supervising an additional 18 team members, and annual budgets totaling over \$360k.

Accomplishments:

- Led the development of an \$8 million One Stop Enrollment Center to carry out the philosophy of integrated enrollment services within a student-centered institution
- Collaborated closely with BCC departments, the architects, and the Massachusetts Division of Capital Asset Management and Maintenance (DCAMM) by attending construction meetings and leading decision-making about design and functionality within the One Stop
- Provide leadership in the College's Colleague reimplementation with a specific focus on the Student Self-Service modules and a new admissions application

Collaboratively led the college's strategic enrollment management plan and goals, which resulted in 1% annual increases in admissions applications since 2017, despite regional population loss

Through equity-minded recruitment practices, increased enrollment of new Black, Indigenous, and other students of color by 8% over the past ten years

- Served as Activity Director for the institution's Title III Strengthening Institutions project, a five-year, \$2 million initiative funded by the U.S. Department of Education
- Active participant in college committees, including Achieving the Dream Core Team, Campus Master Plan, Emergency Planning, Enrollment Management Committee, NECHE 10-year Accreditation Standard Lead, President's Cabinet, and Strategic Planning Co-Chair

### **Interim Director of Information Technology (January – May 2022)**

In this interim role, I served to stabilize and develop cohesion among team members and was responsible for the overall direction and daily operation of the Information Technology (IT) department. Leading the team of IT professionals, I served as a strategic partner with other departments to ensure that best-practice technology solutions were implemented to fulfill the college's mission and meet the needs of students, faculty, and staff.

Accomplishments:

- With other college administrators, I led the reimplementation of the ERP system – Colleague – a \$2 million effort
- Began the rollout of a college-wide multifactor authentication process
- Supervised 17 direct reports in a predominantly virtual environment

### **Interim Dean of Business & Outreach (2020 – 2021)**

In this interim role, I oversaw all noncredit curricula planning, program development, and leadership for workforce directors. Focusing on specific industries and areas in ESOL, healthcare, manufacturing, and hospitality, the team developed partnerships and collaborations with nonprofits, the business community, and the government sector to develop or expand professional and career training programs to align with local workforce needs.

Accomplishments:

- Created advisory boards for each workforce area with representation from BCC and the community
- Worked with over 55 businesses and organizations and more than 1,050 students on education and training, professional development, and the development of stackable credentials programming
- The team netted over \$340,000 in grants and revenue for the college in the academic year 20-21

### **Director of Marketing & Student Recruitment (2012 – 2017)**

In this newly created position, I provided strategic and creative leadership to promote the college's overall image and recruit students of diverse backgrounds and needs. I oversaw the development of marketing, advertising, and brand management initiatives and developed new approaches to improve the institution's recruiting efforts. In addition, I led a team of Admissions, Marketing, and Web Services staff designed to integrate all outreach efforts.

Accomplishments:

- Developed the college's first recruitment plan designed to integrate web, social media, direct mail, public relations, and outreach activities
- Oversaw the relaunch of the college's website, which included enhancements to the content management system and BCC's first online application
- Served as producer and host for BCC's public access television show Access Higher Ed

## **Director of Marketing & Public Relations (2010 – 2012)**

In this role, I was responsible for the college's public relations and publications development. Specifically, I oversaw coordinating the college's marketing and media plans, concept development, branding, advertising, distribution of college publications, and website content.

Accomplishments:

- Served as the college Public Information Officer (PIO) and led administrative announcements, news, emergencies, and crisis communications
- Completed emergency management training - National Incident Management System (NIMS) level 700 and Incident Command System (ICS) levels 100 through 400 (advanced)
- Led and engaged the campus community in collegewide rebranding

## **Berkshire Chamber of Commerce (2006 – 2010)**

### **Director of Marketing & Communications**

As Director, I led the organization's marketing and promotion efforts, was the primary communications and public relations administrator, and was responsible for delivering messages to more than 1,500 members and the business community.

Primary responsibilities:

- Led all public relations and community outreach efforts - served as the spokesperson for the organization
- Oversaw the development and production of all promotional and collateral materials, ensuring consistent visual branding and messaging, including the editorial of monthly insert Berkshire Business News distributed via regional newspapers and produced/hosted monthly public access television show Berkshire Business Today
- Led the relaunching of the organization's website, including enhanced navigation and e-marketing integration
- Led the organization's reaccreditation efforts as a four-star Chamber of Commerce
- Directed over 14 committees and 150 volunteers focused on education, workforce development, and leadership programs
- Coordinated the Berkshire Leadership Program, the region's premier professional development community leadership series

## **Legacy Banks (2006)**

### **Marketing Technology Coordinator**

In this position, I was responsible for the preparation and execution of email and direct marketing campaigns and the website. As the point person for new customers and cross-sell opportunities, I provided the sales team with trend reports, marketing materials, and lead-source generation data. Primary responsibilities:

- With the Marketing team, developed and communicated marketing and sales campaign expectations to Bank branches and sales team members
- Directed all email, online, and direct mail campaigns using the Bank's customer information system
- Led the relaunch of the Bank's website with an emphasis on rebranding and system integration
- Monitored and communicated competitor pricing data bank-wide

## **MountainOne Financial Partners (2003 – 2006; ascending roles)**

### **Sales & Service Development Manager (2004 – 2006)**

In this newly created role, I led a company-wide sales and service program to unite and align two community banks into a shared culture of customer-focused banking.

Primary responsibilities:

- Supported and managed product development – bank at work, consumer deposit accounts, and consumer relationship accounts and analyzed sales initiatives

- Served as trainer for 90+ employees and administrators; led bank-wide sales meetings and corporate events
- Supported and participated in the execution of advertising campaigns for retail and commercial banking in concert with internal departments and the Bank's marketing agency
- Served as community and event director, recruiting volunteers for corporate events and organizing annual corporate dinners and semi-annual sales rallies

### **Commercial Lending Credit Analyst (2003 – 2004)**

As a credit analyst, I was responsible for reviewing the creditworthiness of commercial banking loan clients, particularly for more complex and sophisticated transactions, to determine the risk involved in lending money or extending credit.

Primary responsibilities:

- Analyzed business financial statements, credit histories, and cash flow and forecasting models to be utilized in support of commercial loans, renewal requests, and amendments
- Determined the expected profitability of loans by analyzing a business's financial data, including quality of management, income growth, and market shares
- Aided in the preparation of credit evaluation memos regarding the creditworthiness of prospective borrowers and prepared ongoing annual reviews of existing borrowers
- Prepared monthly Loan Committee reports providing a summary of commercial relationships and the status and risk for each loan

### **TEACHING EXPERIENCE**

#### **Berkshire Community College, adjunct faculty**

- BUS-107 Foundations of Business (associate's level)
- BUS-139 Personal Finance: Money Management (associate's level; taught at Taconic High School as a dual enrollment course)

#### **Massachusetts College of Liberal Arts, adjunct faculty**

- Marketing Strategies (master's level)
- Strategic Marketing Management (bachelor's level)
- Team Facilitation (bachelor's level)

### **COMMUNITY ENGAGEMENT & PROFESSIONAL ASSOCIATIONS**

- Barrington Stage Company – Advisory Board
- Berkshire Family and Individual Resources (BFAIR) – Board of Directors, Past Board Chair
- Berkshire Innovation Center – Marketing Committee
- Berkshire Leadership Program – Steering Committee, Past Chair
- Berkshire United Way – Board of Directors, Past Board Chair
- Berkshire Skills Cabinet
- Comprehensive Economic Development Strategy (CEDS) Committee
- Community College Business Officers
- 1Berkshire – Board of Directors
- Pittsfield Economic Development Authority (PEDA) – Board of Directors, Past Board Vice Chair
- MCLA Alumni Class Agent
- NAACP – Berkshire Chapter, Member
- National Council for Marketing & Public Relations
- Youth Leadership Program – Steering Committee, Past Chair

## SELECTED PUBLICATIONS & PRESENTATIONS

- Wynn, C. (2017). *Mass. 2-1-1 is a key resource for residents*. Tri-County United Way, Framingham, MA, <https://www.uwotc.org/christina-wynn-mass-2-1-1-key-resource-residents>
- *Reorganizing for Change: How to Integrate Technology to Create a Student Focused Enrollment Services Team*. Teaching, Learning, and Student Development Conference, Cape Cod, MA, May 2017.
- *Student Success Technology*. Educational Advisory Board. Community College Advisory Committee Virtual Presentation, September 2016.
- *One Stop Enrollment Center*. Community College Business Officers Leadership Academy, Savannah, GA, September 2024
- *Driving Student Success through OKRs*. Teaching, Learning, and Student Development Conference, Bristol, MA, May 2025.
- *Helping Your Students Become Successful in College*. Guardian Life Insurance Company, Pittsfield, MA, August 2019.
- *Social Media for Small Shops*. NCMPR Virtual Presentation, February 2012.
- *Social Media & Community Colleges*. New England Workforce Network Annual Conference, York, ME, April 2011.
- Wynn, C. (2025, April). *Maximizing team performance through strengths-based leadership* [Workshop facilitation]. Berkshire Community College, Pittsfield, MA

## AWARDS & ACKNOWLEDGEMENTS

- Community College Business Officers (CCBO) Jim Turner Outstanding Leadership Academy Graduate
- 1Berkshire Ester Quinn Volunteer Award
- 1Berkshire Under 40 Change Maker
- 40 Under Forty Recipient