



Memorandum to: Staff in University of Toronto Communications (UTC)
Governing Council
Academic Board
Business Board
University Affairs Board
UTM Campus Council
UTSC Campus Council
Principals, Deans, Academic Directors and Chairs
Professionals, Managers and Confidential Staff
President of UTFA
Presidents of Employee Unions
Presidents of APUS, GSU, SCSU, UTMSU and UTSU

From: Professor Meric Gertler, President

Date: April 3, 2023

Re: **Appointment of Christine Szustaczek as Vice-President,
Communications**

I am very pleased to announce that at its meeting on March 30, 2023, the Governing Council approved the appointment of Christine Szustaczek as Vice-President, Communications for a five-year term effective, May 15, 2023, to June 30, 2028.

Christine Szustaczek currently serves as Vice-President, External Relations at Sheridan College Institute of Technology and Advanced Learning where she oversees a team of 61 in strategic communications, public relations, institutional events, marketing, brand strategy, government relations, community engagement, advancement, and alumni relations. She is a trusted advisor to Sheridan's President and Vice-Presidential colleagues, Board of Governors, and Deans and Directors. The position builds on Ms Szustaczek's time as Chief Communications Officer, during which she advanced internal communications, guided the institution through multiple complex issues and oversaw a rebranding effort, and before that, her role as Associate Vice-President, Communications, Public Affairs and Marketing, where she integrated these distinct teams to advance institutional objectives. She began her time at Sheridan in the inaugural position of Director of Corporate Communications and External Relations. She has a track record of delivering high quality results, and has regularly demonstrated proven competencies in relationship management, modeling agility, collaboration and developing people.

Ms Szustaczek's work has been recognized with over 50 prestigious, peer reviewed awards, including the Heather Pullen Memorial Award for Ethical Public Relations, and multiple awards from the Canadian Public Relations Society, the International Association of Business

Communicators and the Council for Advancement and Support of Education for a broad range of subjects. She has also published in the *Journal of Education Advancement and Marketing* and the *Journal of Professional Communication*.

Before joining Sheridan, Ms Szustaczek spent eight years running her own consultancy, helping a range of broader public sector agencies – including many colleges and universities – to share their unique stories and communicate their impact.

Prior to that she spent six years at the University of Toronto, initially as a Senior Development Officer & Senior Donor Relations Officer in the Division of University Relations and the Rotman School of Management. Following that she was the Director of Communications & Associate Director of Development in the Faculty of Applied Science and Engineering (FASE), and also served for a period as Acting Executive Director of Advancement, FASE.

She has an Honours Bachelor of Arts from the University of Toronto (Specialist in International Relations and Minor in Economics) and a Masters of Communications Management from McMaster University. She also is Accredited in Public Relations (APR), Canadian Public Relations Society. Ms Szustaczek is a member of the Board of Directors of the Alice and Murray Maitland Foundation and Sheridan College's Screen Industries Research and Training Centre at Pinewood Studios in Toronto.

I look forward to having Ms Szustaczek join the vice-presidential team. Please join me in welcoming her to the University of Toronto.

I also want to take this opportunity to thank David Palmer for serving as Interim Vice-President, Communications since October 1, 2022. His leadership of University of Toronto Communications (UTC) during this transition period is greatly appreciated, particularly in light of the fact that this was in addition to his role as Vice-President, Advancement.

Finally, I would like to thank the members of the [Advisory Committee](#) for their involvement in this important process and for their thoughtful advice and guidance.