

# Christina Crowe, MBA, MA

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## PROFILE

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Experienced communications + healthcare administration professional with more than a dozen years of strategic leadership in an academic medical center. Specializing in managing operations in the clinical and research enterprise including strategic planning and messaging, budgeting, executive and crisis communications, research administration, recruitment, donor/alumni relations and education. A particular emphasis on community outreach, internal messaging, and patient care.

## EXPERTISE

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- Strategic Planning & Management
- Content Development & Execution
- Recruitment & Outreach
- Team Building
- Budgeting & Financial Oversight
- Crisis Communications
- Social Media, Marketing & Newsletters
- Web Design, Development & Video
- Donor Engagement & Relations
- Executive Communications

## EXPERIENCE

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**University of Alabama at Birmingham** October 2024 – Present *Birmingham, AL*

***Executive Administrator, Heersink School of Medicine — Department of Ophthalmology and Visual Sciences, UAB Hospital – Callahan Eye***

Administrative oversight of the Department, representing all research and clinical faculty affairs. Manage all aspects of a diverse body of faculty and staff. Involved in hiring of clinical and research faculty and leading search for two endowed chairs, as well as a vice chair for research.

- Successfully recruited and hired 13 faculty in first 18 months in the role, rebuilding the department's clinical practice
- Planned and executed the renovation of a \$1M surgical skills laboratory for the department's residents, fellows and clinical faculty, in under a year, including extensive liaising with development to raise funds and awareness
- Closed a landmark endowed chair recruitment — open for over a decade and the second-largest package in School history — bringing long-sought senior faculty leadership to the department
- Lead administrator for space allocation, philanthropic goals, and business development and growth including annual budgeting for the department at large
- Lead all marketing efforts for the department including clinical faculty ramp-up efforts, creative campaigns, community outreach, and reputation management through directorship of communications team
- Support recruitment, retention, and employee relations efforts in conjunction with the UAB Hospital -Callahan Eye team
- Optimize space utilization and anticipate future needs in collaboration with School leadership
- Support the department's residency and fellowship program

**University of Alabama at Birmingham** February 2018 – September 2024 *Birmingham, AL*

***Director of Communications, Heersink School of Medicine — Departments of Pathology & Biomedical Engineering***

As a strategic partner for these two departments in the schools of Medicine and Engineering, amplified the accomplishments of 150 faculty and 200+ staff and trainees, raising the national and international profiles of the departments. Responsible for annual reports, budgeting, and data analytics reporting to senior leadership.

- Initiated and maintained communications campaigns including website buildout; social media account creation and management; annual reports; YouTube channels; photo and video shoots; pitch decks; conference coverage; e-newsletters; press releases and events

- Planned and oversaw all communications campaigns for seven divisions, including faculty meetings, branding toolkits, donor & alumni outreach, recruitment, and reporting to institutional leadership
- Successfully planned and implemented virtual trainee recruitment programs during the COVID-19 pandemic — including introductory videos, open houses, virtual programming, and hospitality packages
- Led the departments in Wellness and Diversity, Equity & Inclusion initiatives
- Designed and implemented crisis communications plans for each department
- Served on committees to distill and disseminate information during the COVID-19 pandemic, including daily leadership calls at the university and hospital level

**University of Alabama at Birmingham** February 2012 – 2018 *Birmingham, AL*

**Director of Communications, Center for Clinical & Translational Science and the North American Research Committee on Multiple Sclerosis (NARCOMS)**

Responsible for internal and external communications for the university's largest NIH-supported clinical and translational research program (Clinical and Translational Science Award).

- Community outreach and expansion of the CTSA program to include 12 partner institutions throughout the Southeast
- Managed social media, including the first IRB-approved Twitter account at UAB
- Represented the organizations at international conferences and seminars, including reporting on clinical trial and other research results
- Executed media relations, recruitment advertising, community outreach in partnership with patient advocacy groups
- Led web design, content creation and photo/video production and editing in addition to an award-winning national newsletter distributed quarterly to more than 15K subscribers

**Black & White Magazine** 2005 – 2012 *Birmingham, AL*

**Editor-in-Chief**

A bi-weekly news and arts magazine covering local news, politics, events, and the arts in the Birmingham area. Established 1992; member of the Association of Alternative Newsmedia; the city's largest and oldest non-daily news publication.

## EDUCATION

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**Master of Business Administration**

University of Alabama at Birmingham, Collat School of Business | Birmingham, AL

**Master of Arts, Journalism**

University of Southern California, Annenberg School for Journalism | Los Angeles, CA

**Bachelor of Arts, French & English (Dual degrees, with honors)**

University of Illinois at Urbana-Champaign | Champaign, IL

**Additional Studies:** New York University Summer Publishing Institute (Certification in Book & Magazine Publishing) | Université de Paris, La Sorbonne (Academic year, Paris III program — all coursework in French)

## LEADERSHIP DEVELOPMENT

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- Founded the Communications Professionals Group for the Association for Academic Pathology — a nationwide network of communications professionals at academic medical centers, 2024–present
- UAB Healthcare Leadership Academy — 2023–24
- Momentum in Medicine Leadership — part of the Momentum Executive Leadership Program, 2022–23
- CDC Crisis & Emergency Risk Communication (CERC) Training — Brought this program to UAB Medicine leadership; certified 2023
- UAB Medicine Institute for Leadership — Graduate of inaugural class of this nomination-based program
- Leadership Vestavia Hills — Graduate of this civic-based group designed to develop leadership potential in the community

## PROFESSIONAL AFFILIATIONS

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- American Medical Writers Association
- Association of Pathology Chairs (AAPath) — Founder & Co-Chair, Communications Professionals Group
- Council for Advancement and Support of Education (CASE)
- Center for Translational Science Awards — Communications Key Function Committee
- Junior Achievement — Volunteer
- Public Relations Society of America (PRSA) — Board Member
- Vestavia Hills Library in the Forest Junior Board