

# **Kim (Kiki) Keating**

**Public and Media Relations Expert at The Brytemoore Group**

Hanover, NH, US

Recognized expert in brand and communications strategy for higher education and corporate executives. Co-Founder of the MaKi Network.

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As the founding Director of Public and Media Relations at Dartmouth College's Tuck School of Business, Kiki worked diligently from 1998 through 2013 to build awareness and advance the reputation of the Tuck and Dartmouth brands throughout the world. Kiki was integral to the success of Tuck's top-ten rankings in a variety of publications including Business Week, The Wall Street Journal, The Financial Times, and The Economist. She was instrumental in creating over 2,000 press hits a year for the Tuck School and placing numerous opinion pieces for the faculty and deans. She created innovative programs such as the global business school deans' roundtables, the student ambassador program, the FT Dean's Talk blog, and the website for the Council on Business and Society, a consortium of six global business schools. Responsible for the design, development, and implementation of the School's media strategy, Kiki managed and led all public and media relations efforts for the School, working closely with faculty, staff, administration, research centers, students, and alumni to promote research, and create and run programs and events. An experienced trial attorney, Kiki is also a certified mediator/arbitrator, which has proved to be a useful skill within the education sector. She is a recognized leader in the business education communications world and a frequent speaker at global business school conferences. Kiki earned a BA from Smith College and a JD from the University of Maine. She resides in Hanover, NH with her two children and commutes regularly to Boston, New York, and countless locations throughout the world for myriad event and media relations assignments. Kiki is co-founder of the MaKi Network and serves on the Communications Advisory Board for GMAC.

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Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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Education/Learning, Public Relations and Communications, Writing and Editing, Media Production

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Strategic Communications, Media Strategy, Brand Awareness, Reputation Management, Higher Education, Business Schools, School Rankings, Conflict Mediation, Expert Talent Development

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## **Smith College**

Bachelor of Arts (BA) General

## **University of Maine School of Law**

JD Law

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