



**Chancellor Weekly Brief – 3/6/2020
Dr. James Malm**

WELCOME TO OUR NEW PUBLIC RELATIONS SPECIALIST

I'd like to welcome Lee Lamb, who joined UNM-Gallup this past Monday as our senior public relations specialist. As summarized below, he's a seasoned public relations and marketing professional who moved back to Gallup two years ago to found a marketing agency and enjoy being closer to his family in the area—and is honored to now join us here at UNM-Gallup.

Originally from Indiana, Lee served as the special assistant for two Indiana governors and as a speechwriter for Purdue's College of Engineering, where he also worked on a marketing team that rebranded Purdue Engineering and its 13 schools and programs. After working at Purdue, he moved to the Gallup area for the first time in 2008 to build the Diocese of Gallup's communications program and then went on to manage public relations for San Juan Regional Medical Center in Farmington. He then moved to Colorado Springs, where he served for seven years as the marketing director for a large multi-unit financial holding company that specializes in mortgage and commercial banking, commercial insurance, and wealth management. He moved back to Gallup in 2018 to start an integrated marketing agency with large and medium-sized business clients in Arizona, New Mexico, Colorado, and Utah.

Lee received his bachelor's degree in communications from Indiana University, a master's degree in integrated marketing communications from West Virginia University, and is currently working on a doctorate in business administration at the University of the Southwest.

In his personal time, Lee enjoys mountain biking and trail running throughout the Four Corners.

I am pleased to have Lee on board as he has a local connection to Gallup, a strong background in public relations and crisis communications management, and a proven marketing and branding record working in a variety of industries—experience that will help us promote our shared success in a variety of effective ways on campus and in the community.

Please stop by his office in Gurley Hall 1210A and introduce yourself. His email is lambc@unm.edu and office number is (505) 863-7770.

