

## Director of Corporate and Community Relations Kryssa Cooper



Kryssa Cooper is in her third year as a member of Clemson University's Division of Student Affairs. After spending more than a year as the director of sponsorships for Student Affairs, she assumed the director of corporate and community relations role in October 2019. In this role, she continues to work with Clemson Sports & Campus Marketing as the relationship manager with an expanded responsibility to include cultivating and stewarding other corporate and community partners for Student Affairs.

Student Affairs has enjoyed unprecedented growth in sponsorship revenue under Cooper's watch. She helped secure more than \$250,000 in both the 2019 and 2020 fiscal years and manages a portfolio of more than 25 corporate partners. The sponsorship revenue earned is distributed to various programs within Student Affairs to support the division's core themes of health, safety and wellness, student learning, inclusive excellence and staff experience. Programs such as the Career Center Clothes Closet, JCPenney Suit Up event, Tigerama, Celebrate Safely, The Big Event and many others and student organizations have benefitted from this revenue source.

Cooper also serves as a liaison to the Student Affairs Student Advisory Board, Clemson Family Advisory Board and Vice President's Executive Council, a group of ambassadors who provide insight on a number of important initiatives. She also has responsibility for large-scale divisionwide events, contributing to the strategic direction of Student Affairs.

Cooper came to Clemson after more than 10 years as an independent development professional for several businesses and nonprofits in California. Most notably, she was a contracted brand strategist for the 2016 San Diego International Film Festival. She managed a portfolio of 35 media and sponsorship contracts, an increase of 42 percent over the prior year. She also oversaw work that resulted in an increase of 95 percent from patron contributions.

Prior to her time in California, she lived in the Southeast, highlighted by 11 years working various positions for Delta Air Lines in Atlanta. She began her career in Delta's management training program, which provided opportunities to learn all aspects of the company's operations.

A native of Alabama, Cooper earned a bachelor's degree from Virginia Tech in May 1988 and a nonprofit development certification from the University of California at San Diego.

She and her husband, Dave, have two sons, David and Bryan.