



**Melanie Rogers**

*Vice-President, External Relations*

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Melanie Rogers brings more than 20 years of experience in the Alberta post-secondary community to her role at NAIT, where she leads a broad portfolio that includes marketing, communications, digital and web strategy, fundraising and alumni relations.

Melanie came to NAIT from Mount Royal University (MRU). There, she spent a total of 17 years in a series of leadership roles that helped shape that institute's strategic plans, many successful marketing and branding campaigns, alumni programs and the university's largest fund development campaign.

She has a proven ability for not only managing challenges but identifying the opportunities they can present. Melanie played a key role in MRU's emergency operations centre during the pandemic. She also led a recruitment marketing campaign that helped increase student applications to the point where they exceeded pre-pandemic levels. Melanie left MRU as its associate vice president of marketing and communications.

NAIT is the fifth Alberta post-secondary institute that she has served to date. In roles with Red Deer College, Augustana University College and the University of Alberta (also her alma mater, where she earned a Bachelor of Arts degree), she contributed to advancements in academic programming, development and alumni relations.

Melanie also brings industry experience to NAIT, as she spent time as executive director of the Red Deer Downtown Business Association. She acted as an advocate for local entrepreneurs and collaborated with the government and other stakeholders.

Throughout her career, Melanie has been an active volunteer. She has shared her talents and time with the United Way, Canadian Cancer Society, CNIB, and other health care, community and educational organizations and initiatives.