

MEMORANDUM

TO: UAHuntsville Faculty and Staff

FROM: Robert A. Altenkirch, President

DATE: July 27, 2012

SUBJECT: Appointment of Vice President for University Advancement

I am pleased to announce the appointment of Robert (Bob) Lyon as Vice President for University Advancement at The University of Alabama in Huntsville effective September 4, 2012. Bob currently serves as Vice Chancellor for Institutional Advancement and Executive Director of the University of Chattanooga Foundation at the University of Tennessee at Chattanooga.

At UT Chattanooga during the past eight years, Bob had responsibility for Development, Alumni Relations, University Relations, and WUTC, UT Chattanooga's National Public Radio affiliate. He directed the University's \$65 million campaign, which secured over \$80 million in donations. Prior to UT Chattanooga, Bob served as Associate Vice Chancellor of University Development at Vanderbilt University, where he had responsibility for major gift fund raising and participated in a university-wide campaign, and prior to Vanderbilt he served at the University of Charleston as a Development Officer and ultimately Senior Vice President for Institutional Advancement.

Bob holds a B.A. degree in Liberal Arts from the University of Tennessee, Knoxville and an M.Ed. in Higher Education Administration from Vanderbilt.

Bob Lyon brings experienced leadership to the components of University Advancement, Communications/Marketing/Branding, Alumni Relations, Development and Event Management. Please join me in welcoming Bob, and his wife Gina, to UAHuntsville.

Administrative appointments are subject to approval by the Board of Trustees of the University of Alabama.

Thanks,

Bob