

**Marquette University Alumni Association
National Board of Directors
Speaker Biographies
September 2022**

Thomas “Tom” Pionek leads teams that create branding and marketing materials on behalf of Marquette University, including design, editorial, advertising, marketing projects, planning and research, digital strategy and video. Tom is a Marquette alum (Grad '98) and a proud Marquette parent. Tom has been at Marquette for sixteen years, and has led numerous strategic marketing efforts across digital media, video, print, publishing, social media and advertising.

Jennifer Russell leads Marquette’s marketing planning, research and project management, working with teams across disciplines to strategize and implement campaigns for content marketing, enrollment management, and university communication. Jennifer has led comprehensive marketing research efforts, graduate and undergraduate enrollment marketing campaigns, and key branding and communication initiatives on behalf of the university. Jennifer has been at Marquette for ten years and is a proud Marquette parent twice over. Prior to joining Marquette, Jennifer worked at Harley Davidson and Milwaukee-based advertising agency Hanson-Dodge.

Lora Strigens is the vice president for planning and facilities management at Marquette University. She is responsible for leading the development and implementation of the university’s master plan and all capital projects; and collaborating with university leadership on key strategic initiatives related to the physical campus. She oversees the Department of Facilities Planning and Management, which includes campus planning, environmental health and safety, facilities services, parking operations, and sustainability. In her role, Strigens works closely with all units across campus, engaging with academics, students, administrative departments, student life, and other campus and community stakeholders to ensure that planning decisions are approached in an integrated way. She co-chairs the Strategic Planning Steering Committee with Dr. Jeanne Hossenlopp.

Prior to joining Marquette, Strigens was an associate vice president at a national architecture, engineering and planning firm, and then moved inside higher education at the University of Wisconsin–Milwaukee where she was the associate director of planning. A licensed architect and planner, Strigens has worked on numerous education and cultural projects both locally and nationally, and has provided leadership on projects from early visioning through implementation. She has also served as an adjunct faculty member at the School of Architecture & Urban Planning at UWM. Strigens has presented at several professional conferences and events, and published on the topics of master planning, plan implementation, and integrating sustainability into planning and design efforts.

Strigens received a bachelor’s degree from the University of Minnesota and two master’s degrees from UWM. She has received the GOLD (Graduate of the Last Decade) award from UWM, was recognized by the *Milwaukee Business Journal* as a “40 Under 40” winner, and recently received a leadership award from Girl Scouts of Wisconsin. Strigens is active in several professional and community organizations, and serves on the board of Menomonee Valley Partners.