

Mr. Geoffrey L. (Geoff) Baum

Managing Director, USC Center on Communication Leadership and Policy

Geoffrey L. Baum is managing director of the Center on Communication Leadership and Policy at the University of Southern California's Annenberg School for Communication & Journalism. An experienced journalist and communications professional, he previously served as assistant dean of the USC Annenberg School--where he directed media relations and was a senior member of the team that secured a \$100 million endowment gift--and as assistant vice president of Claremont McKenna College, where he developed and executed the communications and marketing plan for the \$150 million 50 Years of Leadership campaign.

Geoff is a community leader and serves as an elected member and past president of the governing board of the Pasadena Area Community College District. In 2008, he was appointed by the governor and unanimously confirmed by the California State Senate to serve on Board of Governors of the California Community Colleges system, the largest system of higher education in the nation, serving more than 2.7 million students statewide.

In addition to his experience in higher education, Baum spent a decade as a member of the Washington press corps, most recently as executive producer at C-SPAN during the 2000 presidential election. He has worked for ABC News, public radio's *Marketplace* and Army, Navy and Air Force Times. He is a member of the Academy of Television Arts & Sciences and serves on the advisory board of the Kravis Leadership Institute. He holds a Master of Arts in journalism from University of Southern California and a Bachelor of Arts in economics and literature from Claremont McKenna College.