

Kristopher LaGreca

Profile

MARKETING

COMMUNICATIONS

TECHNOLOGY

Kris LaGreca is a seasoned executive with over two decades of experience at the nexus of communications, marketing, and technology. His career exemplifies a remarkable evolution from IT specialist to visionary leader, marked by a consistent track record of driving growth and innovation. With a strong foundation in deep technology and a passion for transformative solutions, Kris has become a catalyst for adopting digital solutions that create efficiency and improve business processes.

As the **Vice President of Marketing and Communications** at Wells College, Kris built the department from the ground up, assembling a top-tier team with zero turnover. In his first full admissions cycle, he spearheaded strategies that led to a 25% increase in campus visits, a 38% rise in acceptance offers, and a 73% surge in conversion rates from campus visits to applications. By revamping the college's online presence and launching high-impact digital advertising campaigns, Kris significantly elevated the institution's reputation and enrollment metrics.

Prior to his role at Wells College, Kris served as the **Director of Digital Strategy** at Washington & Jefferson College. There, he collaborated with academic departments to enhance internal communications and supported enrollment growth by exceeding targets each year. Notably, he led the redesign and launch of the college's new website in just two months.

Earlier in his career, as a **founding member of New Possibilities Group, LLC**, he grew the company to 18 employees and managed enterprise-level projects that resulted in clients raising over \$34 million. Kris' blend of deep technology expertise, strategic marketing acumen, and exceptional communication skills positions him as a dynamic leader capable of driving growth and innovation in any organization.



**START-UPS
OPERATIONS
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**COMMUNICATIONS
PUBLIC RELATIONS
MARKETING**



**SOFTWARE
ARCHITECTURE
PROJECT MANAGEMENT**

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