



# DAEMEN

COLLEGE

**A World of Opportunity**

Office of the President

April 23, 2020

Daemen College  
Faculty and Staff

Dear Colleagues,

I am writing with some exciting news. I am pleased to announce that after a national search, Daemen College has appointed Emily Burns Perryman, as vice president for institutional advancement. Her appointment is effective June 1. In this role, she will oversee the areas of fundraising, alumni relations, publications, and marketing and communications.

Ms. Perryman first joined Daemen as associate vice president of marketing and communications in August of 2019 where she was charged with leading Daemen's marketing and communications initiatives, including the development and implementation of the college's strategic marketing and branding plans. She directly supervised the areas of marketing, communications, and publications. In January of 2020 she was appointed interim vice president for institutional advancement where she took over the leadership of the entire IA operation which included annual giving, alumni relations, leadership giving and strategic data management.

Emily has proven to be an exceptional leader, especially during this unprecedented crisis. She came highly recommended by her colleagues on campus and provides not only visionary leadership, but stability and continuity to our advancement efforts.

Active in the community and involved with various organizations, Perryman serves on the board of the National Federation for Just Communities of Western New York and is the co-founder of Unite By Night, a local nonprofit startup that supports Western New York nonprofits and community stakeholders who combat racism, bias, and discrimination while promoting diversity and inclusion. She is also currently involved in several fundraising, leadership, and young professionals initiatives with the Western New York Women's Foundation.

Perryman received a bachelor's degree in advertising and marketing communications from the State University of New York Fashion Institute of Technology and a master's degree in social and public policy from Empire State College.

Please help me congratulate Emily on this new appointment: [eperryma@daemen.edu](mailto:eperryma@daemen.edu)

I hope you and your families continue to stay safe and well.

Cordially,

Gary A. Olson  
President