



Glendale Community College District Executive Director, Communications and Governance Relations **2025**

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Kristine Nam is an equity-focused strategic communications leader passionate about expanding public education opportunities and fostering inclusive, engaged communities. With 20 years of experience in marketing, media relations, crisis communication, and stakeholder engagement, Kristine has successfully led high-impact initiatives that enhance institutional visibility and trust.

As the Communications Director for Glendale Unified School District, the third largest district in Los Angeles County serving more than 25,000 students, Kristine advises the Board of Education, Superintendent, and school leaders on best practices in media relations and public affairs while managing crisis communication strategies for high-profile issues. Recognized as the 2024 Los Angeles County Cabinet Member of the Year for communications, Kristine is known for her commitment to building positive relationships with students, educators, staff, families, and the community.

Prior to her current role, Kristine served as the Communications Director for Alliance College-Ready Public Schools, a charter school network serving more than 12,000 students in East and South Los Angeles. She began her career in the private sector, working as a media planner at Optimedia and an account executive at The Economist Group.

A graduate of UCLA Anderson School of Management with an MBA specializing in educational and nonprofit leadership, Kristine also holds a Bachelor's degree in Journalism and Mass Communication from Arizona State University's Barrett Honors College. She is an active California School Public Relations Association member and has served on numerous advisory committees dedicated to advancing equity in education. Kristine lives in Glendale with her husband and two young children.

KRISTINE NAM

SUMMARY

Equity-focused and innovative strategic communications leader passionate about expanding public education opportunities to improve our society. Committed to diversity, equity, and inclusion as a guiding principle for all work. Comprehensive background in strategic planning, community engagement, crisis response, and deploying internal and external communications across multi-functional teams. Skilled in optimizing processes to maximize efficiency.

PROFESSIONAL EXPERIENCE

GLENDALE UNIFIED SCHOOL DISTRICT

Communications Director (Glendale, CA)

August 2016-Present

- Develop and execute comprehensive public relations, internal and external communications, crisis response, marketing, and community engagement strategies for the third-largest school district in Los Angeles County, serving over 25,000 students in Glendale and La Crescenta.
- Implement a comprehensive, multi-channel communications strategy based on the latest social media and communication trends to advance the District's strategic priorities, maintain brand integrity, and increase organizational visibility and positive reputation.
- Provide strategic advice and talking points to Board Members, the Superintendent, the executive cabinet, and school administrators to support media appearances, marketing, crisis communications, and community outreach.
- Serve as the District's spokesperson and liaison with local government, media, and community partners. Foster relationships with elected officials, journalists, influencers, donors, civic leaders, and alumni.
- Direct crisis communication response for high-profile situations, including student- and employee-related incidents, school lockdowns, law enforcement investigations, the release of a superintendent, the COVID-19 pandemic, community protests, and a districtwide cyber-attack.
- Lead a comprehensive educational partner engagement strategy to solicit feedback from a diverse audience and guide the District's strategic planning process. This includes developing the District's California School Boards Association Golden Bell Award-winning Student Voice Panels.
- Manage districtwide cross-functional teams to address large, complex initiatives, including budget planning, enrollment, and labor negotiations.
- Recognized as 2024 Los Angeles County Cabinet Member of the Year for communications.

INGENIUM SCHOOLS

Chief Communications Officer (Los Angeles, CA)

May 2014-March 2016

- Developed brand standards and internal and external communications strategies for a network of four charter schools serving 1,000 students in South Los Angeles, Maywood, and Canoga Park.
- Created mission, vision, core values statements, and a well-defined brand for Ingenium Schools and successfully deployed the brand across the Ingenium network.
- Led professional development workshops for staff on effective communication, customer service, and community outreach strategies.
- Refined student, parent, and staff satisfaction survey processes, resulting in an 81% increase in response rates.
- Managed annual enrollment outreach and tracking processes to meet Ingenium enrollment goals.

ALLIANCE COLLEGE-READY PUBLIC SCHOOLS

Communications Director (Los Angeles, CA)

January 2012-May 2014

- Developed a well-defined brand and key messaging for a nationally recognized charter school network serving 12,000 students in East and South Los Angeles. Continually ensured the brand was applied across all internal and external communications and marketing materials.
- Increased communications reach by 75% by identifying key constituencies and designing a targeted marketing and communications strategy to reach each audience, including a consistent email and social media campaign, an Alliance annual report, and targeted newsletters and informational brochures.
- Planned and executed private fundraisers directed at high-net-worth donors hosted by dignitaries and celebrities, including Meyer Luskin, Reed Hastings, Arne Duncan, Frank Luntz, and Usher.
- Organized school tours for high-net-worth donors, granting foundations, local elected officials, civic leaders, and worldwide education organizations.
- Managed 20 Alliance Young Professionals Board Members in creating 10 turnkey volunteer projects and four fundraiser events yearly to grow the Young Professionals Network to more than 500 members.
- Coordinated up to four large-scale ribbon-cutting events directed at elected officials and community leaders and three cultivation events directed at young professionals each year.

THE ECONOMIST GROUP

Account Manager, CFO Magazine (New York, NY)

April 2007-April 2009

- Managed new and existing client relationships for a magazine distributed exclusively to C-level executives owned by The Economist Group.
- Delivered marketing recommendations to senior executives based on their defined marketing objectives and implemented multi-platform advertising campaigns incorporating available print, online, and targeted research components across The Economist Group.

OPTIMEDIA

Communications Planner (New York, NY)

October 2005-April 2007

- Analyzed competitive media activity and target audience research to develop high-impact, multi-media campaigns for a global media strategy agency for clients in the luxury goods, airline, and financial services industries.

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Master of Business Administration (Los Angeles, CA)

Specialization: Educational Organization and Nonprofit Management

ARIZONA STATE UNIVERSITY BARRETT HONORS COLLEGE

Bachelor of Arts, with Honors (Tempe, AZ)

Major: Journalism and Mass Communication; Minor: Business Administration

PROFESSIONAL AND VOLUNTEER AFFILIATIONS

- California School Public Relations Association – Member (2016-Present)
- Acencia – Board Member (2016-23)
- Western Association of Schools and Colleges (WASC) – Visiting Committee Member (2015-16)
- Baldrige Performance Excellence Program – Examiner (2014-16)
- Education Pioneers – Alumna, Summer Fellowship Program (Summer 2014)
- Southern California Leadership Network – Alumna, Leadership LA Program (2013-14)