



## Judith Romero

Chief Communications Officer, Stanford Online and CGOE,, Stanford Engineering Center for Global and Online Education

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### Bio

#### BIO

Judith Romero is the Chief Communications Officer for Stanford Online and the Stanford Engineering Center for Global & Online Education (formerly the Stanford Center for Professional Development).

The Stanford Engineering Center for Global & Online Education (CGOE) works closely with Stanford faculty and instructors to create credentialed education programs that are delivered online, in-person, or part-time including graduate degree and credit-bearing certificate programs; professional education and enterprise learning; and lifelong learning. GCOE operates Stanford Online, a robust portal of all these offerings where learners from around the world can enroll, take their courses, expand their knowledge, learn new skills, and earn a Stanford credential.

As Chief Communications Officer, Romero heads the organization's strategy for brand, marketing, and communications across digital channels — and she sits on the Stanford Engineering Center for Global & Online Education leadership team. Romero also plays a role in stewarding the Stanford University Credential Framework, which offers global learners a pathway to take courses from Stanford and earn “stackable” credentials that can empower them to expand their knowledge and advance their education and career goals.

Previously, Romero was head of communications for the Office of the Vice Provost for Technology and Learning, earlier for the Office of the Vice Provost for Online Learning, and before that the public information officer for Stanford Law School.

Before joining Stanford, she ran her own consulting company, providing Fortune 500 and fast growth companies with business, brand, and customer-experience expertise, and was a senior manager at the early internet agency Clement Mok designs. She brought many brick and mortar businesses and startups online—from banks and real estate sites that had very practical applications for consumers, to “cool stuff,” like the world's first internet-only radio network. She was vice president of web strategy at a VC-funded startup, for which she developed branding, the online customer experience, content infrastructure, and merchandising logic for the site's e-commerce engine.

Romero first collaborated with Stanford University when she co-founded NewMedia Centers, a not-for-profit, worldwide digital-media education consortium. The organization united colleges and universities to accelerate their adoption of emerging digital media and internet technologies for research, classroom instruction, remote student education, and community service through dedicated campus centers. It also fostered partnerships between universities and four- and two-year institutions to increase access to technology and share best practices in developing digital learning material.

The first dedicated NewMedia Center was established in 1993 at Stanford's Media Integration Lab for Education, within what was then the Meyer Library Media Resource Center.

### **CURRENT ROLE AT STANFORD**

Chief Communications Officer for the Stanford Engineering Center for Global & Online Education (CGOE) and Stanford Online. Responsible for web and social media sites, for public information and media relations, and for brand strategy and global marketing.

### **EDUCATION AND CERTIFICATIONS**

- Certificate, Stanford University , Leadership @ Stanford
- MJ, UC Berkeley , Journalism
- BA, UC Berkeley , English Literature