

FOR IMMEDIATE RELEASE
July 25, 2013

Lt. Gov. Phil Scott announces staff changes

Montpelier, VT – Lt. Gov. Phil Scott joined the Administration today in announcing that his Chief of Staff, Nancy Driscoll, has taken a new position as Chief Marketing Officer for the State of Vermont.

Prior to joining the Lt. Governor’s office upon Scott’s election in 2010, Driscoll was an independent marketing consultant, working with Vermont small-business clients on brand development and strategic marketing. Prior to that, she spent several years as the marketing director for Lenny’s Shoe & Apparel, where she was responsible for media buying, graphic design, web development and audio-video production.

“Nancy’s marketing and communications experience has served me incredibly well, and will now serve the entire State of Vermont,” Scott said. “I hate to see her go, but the Chief Marketing Officer opportunity was one that’s perfectly suited to her background and one she couldn’t pass up. I highly – if reluctantly – recommended her to her new boss, Secretary Lawrence Miller.”

The Chief Marketing Officer serves as the steward of the Vermont brand and marketing resource for agencies and projects across state government, working to achieve consistency in the Vermont brand and ensuring efficiency and effectiveness in the promotion of initiatives ranging from tourism to economic development. Kathy Murphy, who has been Vermont’s CMO for the last two and a half years, will be leaving to oversee marketing and communications efforts at Norwich University.

“It’s been a true honor to work with Phil for the last three years,” Driscoll said. “It’s hard for me to leave, but the Chief Marketing Officer position was an opportunity I couldn’t turn down. I’m looking forward to the challenge.”

Lt. Gov. Scott has been interviewing candidates this week for the Chief of Staff position, and a decision is expected this week.

###

For more information, please contact:

Nancy Driscoll
Chief of Staff, Lt. Governor Phil Scott
nancy.driscoll@state.vt.us
Office: 802-828-2226
Cell: 802-734-7555