

[BMCC Homepage](#) > [News Homepage](#) > [BMCC Welcomes New Executive Director of Public Affairs](#)

BMCC Welcomes New Executive Director of Public Affairs



Manny Romero joins as new leader of the BMCC's Office of Public Affairs.

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Monday, April 20 marked the first day on the job for BMCC's new Executive Director of Public Affairs, Manny Romero.

"Manny's extensive background in public relations, marketing and higher education all contribute to his being the right match at this point, as BMCC continues to make its imprint not only in NYC but in the country as a whole," said BMCC President Antonio Pérez.

Most recently, Romero served as Director of Public Relations at Baruch College, where he developed and oversaw the college's public relations strategies, as well as its initiatives to secure regional and national media coverage.

"It's important for colleges to have a strong presence locally and nationally in order to attract talented students who will become productive leaders in their communities," said Romero.

"BMCC has a solid reputation for preparing students to continue in higher education or enter high-growth areas of the workforce, and I look forward to being part of that growth, moving forward."

Before his role at Baruch College, Romero was Director of Communications and Marketing at Marymount Manhattan College, and Associate Executive Director of the contemporary dance company, Parsons Dance. He worked as a public relations manager at the law firm Snell & Wilmer, and was Director of Hispanic Media at

STORY HIGHLIGHTS

- Manny Romero joins BMCC as Executive Director of Public Affairs
- Most recently, he served as Director of Public Relations at Baruch College
- He looks forward to helping build BMCC's presence "locally and nationally in order to attract talented students who will become productive leaders in their communities"

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Arizona State University, where he earned a master's degree in Mass Communication.

"The way people communicate continues to evolve," he says. "Students enter college now with an unprecedented level of sophistication about media, and the way we get our message out to them has to meet that demand. Now at BMCC I have an opportunity to take what I've learned throughout my career and apply it to an audience that includes students, faculty, staff and the greater public beyond the college."

Small town, big move

Manny Romero grew up in Nogales, Arizona.

"It's right on the border of Sonora, Mexico. Growing up within a small, cohesive community has helped me stay true to who I am, embrace a strong work ethic and maintain a true passion for what I want to do in life."

Romero, who is also a product of the public community college system, earned an associate degree at Mesa Community College in Mesa, Arizona. Next, he earned a bachelor's degree in broadcast journalism at Northern Arizona University in Flagstaff, Arizona, six hours north of where he grew up, and a Master of Mass Communication degree at Arizona State University.

In 2006, he moved to New York City.

"I love the arts and the vibrancy of New York City. It was always my dream to move to here. As a kid, I was fascinated with the energy and the grittiness of the City and I enjoy the diverse culture, music and neighborhoods of New York," he says.

"When I moved here I became an avid runner, and I'm a member of Front Runners of New York. Last year I ran the New York Marathon for the first time, and my goal is to qualify for the Boston Marathon this year."

Fabric of New York

Coming from Baruch College and other schools gives Romero a wide perspective on the different ways public education can serve communities of students.

"I'm excited to have the chance now to raise BMCC's visibility as a leader in providing a high-quality education to students who are often the first in their family to attend college," he says.

He sees this as a pivotal time in BMCC's growth, as the college has just celebrated its 50-year anniversary.

"It's a privilege to be serving the college as its growth is marked by exciting new academic programs, strides in supporting student success, innovative thinking around mentorship and the college's role as a pioneer in workforce development," says Romero.

"BMCC is part of the fabric that makes New York City a great place to get an education and start your career."

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