Nancy Knowles, Director of Strategic Communications
Nancy is responsible for developing and implementing the marketing, communications and public relations strategy for the Duke Innovation and Entrepreneurship Initiative, building an understanding of Duke’s leadership role in innovation and entrepreneurship among constituents both at Duke and around the world.

Nancy previously served as the first director of communication strategy for Cornell University’s School of Hotel Administration, where she guided the marketing and communications strategy for the world-renowned school, including updating the brand, developing the electronic communications and social media strategy and overseeing the redesign of the school’s prestigious alumni magazine.

Nancy has extensive experience in higher education development and has worked in the private sector as marketing manager for both U.S. and European businesses. Nancy began her career in Washington, D.C., as a public information officer for the National Cable Television Association, when MTV, CNN and ESPN were start-ups.

Nancy holds a bachelor’s degree in English and an MBA in marketing, both from Cornell University.