

John N. Denker, D.B.A.

Executive Summary

Transformational marketing and communications leader with 20+ years of experience driving revenue, brand growth, and organizational impact across higher education, media, and consumer products. Proven success leading \$25M+ budgets, scaling national campaigns, and uniting global brands under one voice. Expertise in brand strategy, revenue generation, digital innovation, crisis communications, and entrepreneurial ventures. Founder of FanPours, America's #1 source for team and creator-branded consumables, with products distributed across retail and e-commerce venues.

- Vice Chancellor Marketing & Communications, University of Missouri and University of Missouri System
 - Senior Vice President (Interim), Marketing & Communications, The University of Arizona
 - Vice President, Marketing & Communications, Marketing, The University of Arizona
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Experience

Founder & CEO

FanPours (FanPours.com) | 2018–Present

- Created America's #1 source for team and creator-branded consumables, bringing premium products like pickles, olive oil, coffee, sauces, and spice blends to market under NCAA and creator licensing.
 - Built a turnkey retail platform connecting local fan passion with scalable execution, aligning products with regional university loyalty.
 - Forged partnerships with food producers, license holders, and retail buyers to develop multi-category product lines.
 - Positioned FanPours for expansion into major retailers and direct-to-consumer growth.
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Vice Chancellor & Chief Marketing and Communications Officer
University of Missouri & UM System | 2023–2025

- Directed \$12M marketing enterprise across 13 colleges, athletics, advancement, and health sciences, leading a 140-person team.
- Renamed the University of Missouri - Columbia (MU) to Mizzou.
- Launched “Can’t Be Tamed” brand campaign, elevating Mizzou’s national profile and driving 11% YoY growth in first-time, full-time applications.
- Led the team to develop the name of the \$2B capital campaign, “Power The Roar.”
- Restructured the news and information division to focus and clarify roles and responsibilities.
- In the first year of responsibility for Mizzou Online, I led the effort to Increased first-time 20% YoY while maintaining application levels despite a 58% budget cut.
- Grew licensing revenue 83% in FY24–25; achieved 10%+ annual growth throughout tenure.
- Delivered \$4.4M YoY savings through operational efficiencies, closing a projected \$986K deficit with a \$87K surplus.

Strengthened reputation through proactively expanded earned media, heightened social engagement, and best-in-class crisis communication.

Interim Senior Vice President & Chief Marketing and Communications Officer
University of Arizona | 2022–2023

- Oversaw \$25M budget and 75+ staff, reporting directly to the president of a top 20 U.S. research university.
- Launched “WONDER Makes Us” campaign fueling 31.9% increase in out-of-state enrollment since 2019.
- Delivered \$8:1 ROI for Arizona Online marketing campaigns.
- Increased earned media placements 44% YoY; deployed enterprise MarTech stack (Salesforce, GA4, Sprout Social).
- Produced SXSW brand activation showcasing UA innovation, strengthening alumni and donor engagement.

- Achieved record licensing revenue; expanded program by taking over Northern Arizona University licensing.
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Vice President, Marketing & Brand Management
University of Arizona | 2020–2022

- Spearheaded UA's first-ever brand campaign, *WONDER Makes Us*, driving awareness and enrollment growth.
 - Partnered with athletics to deepen fan affinity and expand licensing/trademarks revenues.
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Associate Vice President, Marketing & Brand Management
University of Arizona | 2015–2020

- Built UA's first brand strategy, aligning decentralized units with a cohesive identity.
 - Engaged hundreds of stakeholders in a collaborative process, securing cross-campus adoption.
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Advertising Director
Arizona Daily Star (Lee Enterprises) | 2012–2015

- Led 40-member sales team, delivering \$40M in annual revenue.
 - Achieved or exceeded revenue goals in 42 of 44 months, despite industry decline.
 - Full P&L responsibility, consistently delivering profitability.
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Instructor
Carl Sandburg College | 2012–Current

- Develop and provide online instruction to Economics and Business students.
 - Courses Taught: Principles of Microeconomics, Principles of Macroeconomics, Business Law, Sales Fundamentals, and Introduction to Business
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Board & Service Leadership

- Founder, Delta Waterfowl Chapter, honored by U.S. Department of the Interior (2009)
 - Board Chair & Director, Visit Tucson (2017–2023)
 - COVID-19 Recovery Marketing Committee, Pima County (2020–2022)
 - Volunteer, Ronald McDonald House (Chicago, Tucson, Columbia | 2006–2025)
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Education

- Doctor of Business Administration (D.B.A.), St. Ambrose University
 - Dissertation: *Looking For Performance In All The Right Places — What Do New Venture Start-Up Teams Have To Do With It?*
 - Master of Arts, Economics, Eastern Illinois University
 - Thesis: *How Local Economic Factors Affect Days In Accounts Receivable At A Local Healthcare System*
 - Bachelor of Arts, Economics, Eastern Illinois University
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