



NEWS

Mesa State College
Office of Development
1100 North Avenue
Grand Junction, CO 81501-3122
Phone: 970-248-1868
Fax: 970-248-1076
www.mesastate.edu

For Immediate Release: Aug. 3, 2010

Contacts: Dana Nunn

970.248.1868

970.640.0421

Mesa State hire former Swiss Army CEO *Taggart tapped to lead marketing and recruiting efforts*

Grand Junction – Mesa State College has hired former Swiss Army Brand, Inc. Chief Executive Officer and President Rick Taggart as Acting Executive Director of Marketing and Student Recruitment. Taggart will take on his new role on Monday, Aug. 2.

“We are very excited to have someone with Mr. Taggart’s breadth and depth of experience in marketing, branding and strategic planning join the Mesa State management team,” said MSC President Tim Foster. “We look forward to him bringing his wealth of knowledge from the private sector to this institution as it continues to grow and evolve.”

Taggart served as Swiss Army Brands, Inc. CEO and President from 1995-2001 and again from 2007-2010. He was co-owner of Pyramid Printing in Grand Junction from 2001-2008. He is well known in the community and was president of the former Marmot, Inc. from 1983-1985, when he negotiated the sale of the company to The Timberland Company.

“Higher education played a huge role in my career and having the opportunity to help students pursue their educations is exciting,” Taggart said. “Mesa State has always felt like my home since my days as an adjunct professor.”

Prior to his return to Swiss Army, Taggart also taught marketing at Mesa State. He will also return to the classroom at Mesa State. Taggart has a Bachelor of Science in Business administration from Syracuse University and a Master of Business Administration from the University of Phoenix.

“As Mesa State faces an increasingly competitive environment and as we face additional cuts in state funding, one of the avenues in which we must continue to excel is the recruitment and retention of more students,” Foster said. “We believe Mr. Taggart will help us continue to advance and evolve in the highly competitive arena that is higher education.”

Foster credits the recent increases in enrollment and retention as key in the college’s ability to provide a quality education experience at an affordable price.

“It’s not the only thing but it is a significant part of that balancing act,” Foster said.

###