



Montefiore



From the OFFICE OF THE DEAN

**Dear Einstein Community:**

We are pleased to announce that Deirdre Branley has been promoted to executive director of the Philip and Rita Rosen Department of Communications and Public Affairs at Einstein. Deirdre will lead the communications department starting in April, following the retirement of Gordon Earle, associate dean for communications and public affairs.

In this new role, Deirdre will direct Einstein's internal and external communications, which include the College of Medicine's website, media relations, social media, publications, multimedia, and internal communications. She will work closely with us to develop and implement Einstein's strategic communications plan, ensuring the department's operations and products align with the institution's needs and priorities.



Deirdre joined Einstein in 2009 as media relations manager. In that position she doubled the media coverage for the College of Medicine in two years, securing stories in top outlets, including *The New York Times*, *The Wall Street Journal*, and "NBC Nightly News." Over the following years, she progressively increased her responsibilities to include social media and editorial content on the Einstein website. She has helped lead the publication of Einstein's award-winning magazine, which was recently recognized by the AAMC with its Gold Award for print and digital publishing. Most recently, as senior director of strategic communications and external relations, she has worked closely with Montefiore's marketing and public relations departments to tightly coordinate media relations and communications, including the upcoming unified website.

Prior to joining Einstein, Deirdre was a senior publicist at the Ch. 13/WNET, New York's flagship PBS station. There she spearheaded publicity campaigns for local, science & health, and news & public affairs programming, as well as fundraising pledge drives. She earned a PBS award for excellence for her promotion of the local film series "Reel New York."

Deirdre has held leadership positions in communications organizations, including serving as a board member for HPRMS (Healthcare Public Relations and Marketing Society), and has presented multiple times at the AAMC's Group on Institutional Advancement annual conference. Deirdre earned a Bachelor of Arts degree in political science from the

University of Colorado, Boulder, and a Master of Arts in political philosophy from Boston College.

Please join us in congratulating Deirdre and wishing her all the best in her new role.

**Warm Regards,**

**Yaron Tomer, M.D.**

The Marilyn and Stanley M. Katz Dean  
Albert Einstein College of Medicine

**Jennifer Garner**

Senior Associate Dean for Operations and Finance  
Albert Einstein College of Medicine

