

Jeffrey F. Kraft, *Adjunct Counsel: Marketing & Communications*



Jeff Kraft offers clients more than 25 years of experience in communications planning and implementation, drawing on senior development roles in higher education and health care, and integrated marketing communications positions in the management consulting, financial services and telecommunications industries.

Prior to joining Ter Molen Watkins & Brandt, Jeff served as Dominican University's chief marketing and communication officer, where he created integrated marketing and brand strategies to raise awareness and reputation; implemented complex, multi-tiered programs to achieve recruitment goals; and produced communications – from commemorative videos to presidential presentations – to cap a successful \$50-million capital campaign.

As a communication director for Northwestern Memorial Hospital, Jeff managed a 10-member creative team producing hospital and foundation communications for external and internal audiences. He also helped launch the Evergreen Invitational, an equestrian event founded by MK Pritzker and hosted in partnership with the Woman's Board of Northwestern Memorial Hospital that has raised more than \$4 million for historically underfunded programs and research for women's health services throughout Chicago.

Jeff's work as a strategic communicator and senior editor includes planning, writing and guiding the design of award-winning publications and annual reports for Dominican, Northwestern Memorial, Citigroup, Andersen Consulting (today's Accenture) and the MidCity Financial Corporation (MB Financial). He began his career as a corporate communications writer for Ameritech, where he won a national award for newswriting from the International Association of Business Communicators.

Jeff holds a Master's in international communication from the University of Paris II-Assas, which he earned while on a Rotary Foundation Scholarship. As a Fulbright recipient, he taught English at Paris' prestigious Lycée Condorcet after receiving his Bachelor of Arts degree, summa cum laude, in communications and French from Illinois State University.

He lives in west suburban River Forest with his wife, Frances Kraft, an educator, and two daughters intent on pursuing careers in the arts. Jeff has served on the boards of Literacy Chicago and the Oak Park Conservatory. He is the author of *Literary Paris* (Watson-Guptill, 1999), a compilation of his photography and travel essays.

