



Staff Biographies



Marketing Communications



Kirk Bowden

Marketing Manager

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Kirk Bowden has been with NACVA® and the CTI™ since 2012. He has been working in the marketing and advertising industry for nearly 30 years, and has been able to be an active participant as the communication industry evolves into the digital age. Kirk's experience includes management of various marketing campaigns, including print and direct mail, public relations, website development, e-mail marketing, ecommerce, search campaigns, online lead generation, media buying, social media, SEO, event planning, and more. He has worked for a variety of companies, including Novell, Franklin Covey, EURO RSCG DSW Partners, Coldwell Banker, Zabriskie and Associates, Center for Excellence in Higher Education, and Helix Education. He has held senior director positions at many companies, and has been responsible for teams of internal and external employees. Kirk graduated with a Bachelor of Science in Communications from Southern Utah University in Cedar City, Utah, and has been actively involved in the industry as a past president of the Utah Chapter of the International Association of Business Communicators. He is also a graduate of Leadership Utah, sponsored by the Salt Lake Chamber of Commerce.



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