



Presenter Bios

A Conversation with Dan Lugo, Trinity's 23rd President

Dan Lugo, Trinity President-Elect

Dan Lugo begins his service on July 1 as Trinity's 23rd president. Formerly president of Queens University of Charlotte, Lugo is driven by a lifelong passion for the mission of higher education and has centered his career on leadership that enhances institutions and their profiles.

Under Lugo's presidency since 2019, Queens University of Charlotte developed an ambitious strategic framework with goals to deepen its connection with the local community of Charlotte, to reshape and develop new multidisciplinary academic programs, to support the holistic wellness and well-being of the university community, and to create an integrated approach to diversity, equity, and inclusion that begins on campus and extends into the surrounding community. Most notably, Lugo led efforts to strengthen Queens' branding and enrollment efforts, which have yielded a 50 percent increase in undergraduate applications; executed a \$25 million capital improvement plan to address long-standing deferred maintenance opportunities; and reclassified the university's 25 NCAA sports to Division I competition.

Prior to his tenure at Queens, Lugo served in key leadership roles at three prominent liberal arts colleges—Colby, Franklin & Marshall, and Carleton.

As the vice president of college advancement at Colby from 2015 to 2019, Lugo oversaw the ambitious and successful \$750 million "Dare Northward" comprehensive campaign, the largest of its kind for any liberal arts college. Colby subsequently has increased the campaign goal to \$1 billion. Lugo led strategies to build alumni engagement and to deepen connections between the campus and alumni, including introducing technology and programs for alumni to mentor students and to enhance philanthropy for the student experience.

Lugo brings deep expertise in enrollment and admissions. As the vice president and dean of admissions and financial aid at Franklin & Marshall from 2011 to 2015, Lugo led a global talent strategy that resulted in a 45 percent increase in applications, yielding a more academically talented and diverse class. While at Carleton, Lugo supervised the admissions process and enrollment marketing strategy and helped to develop cultivation and solicitation strategies for leadership donors.

Formerly an intellectual property and entertainment attorney, Lugo changed his professional trajectory because he believed strongly in the transformative power of higher education. A first-generation college graduate, Lugo earned a B.A. in political science from Carleton and a J.D. from the University of Minnesota Law School.

Moderator Claire Capeci '85, President, Arnold Worldwide

Claire is President of Arnold, a consumer creative agency known for its effective work and deep skills across all brand categories with strength in health and wellness. Arnold NY manages clients whose brands are breaking ground in beauty and body augmentation, mental wellness, ocular, respiratory and skin conditions, depression, infant health, to name a few.

Prior to Arnold, Claire spent 12 years at J. Walter Thompson (part of WPP) where she was Global President of Retail and co-President JWT New York. Her personal experience spans automotive, QSR, finance, health and mass merchandise. For nearly a decade she managed both Macy's and Energizer Personal Care (now Edgewell). Her Macy's work led to both multi-year business success and industry recognition (Cannes Lion, Effies, Webby). For Edgewell, she globally managed brands across men's/women's grooming, feminine care, sincere and baby categories.

Prior to JWT, Claire was EVP Managing Director at Lowe Worldwide (now MullenLowe) and started her career in Media.

Claire is a past *Mediaweek* Media All-Star, was named one of the "30 Most Powerful Women in Advertising" by *Business Insider* and has been a non-executive board director of Quarto Publishing Group (LSE: QRT). Currently she is on the advisory board of AIM for Melanoma, Coalition for Healthcare Communications, and Investor/Advisor of DeckFusion, and AI based start-up, and a member of Trinity's Board of Fellows.