

Biography – James O’Connor

JAMES O’CONNOR, APR, VICE CHANCELLOR FOR MARKETING & COMMUNICATION

(Short version)

James O’Connor serves as vice chancellor for marketing and communication at Palmer College of Chiropractic. Prior to joining Palmer in 2013, he was with the University of Northern Iowa for almost 14 years with the last five years serving as Executive Director for University Relations. An accredited member of the Public Relations Society of America (PRSA), he leads Palmer’s marketing and communication efforts and is the college’s primary spokesperson during crises.

(Extended version)

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A 32-year marketing and public relations veteran, Mr. O’Connor started out as a radio and TV broadcasting specialist in the U.S. Air Force. He worked as a counselor with Morgan&Myers and CMF&Z, two of the country's top agriculture- and food-related marketing and public relations firms. And he was the director of development at Cedar Valley Hospice, in Waterloo, Iowa.

A Distinguished Member of the National Society of Collegiate Scholars, he travels throughout the Midwest speaking about topics ranging from marketing and public relations, to crisis communication, to self-improvement. A native of Osage, Iowa, he holds a bachelor's degree in communication/public relations from UNI and is a graduate of the prestigious Department of Defense Information School; the Community College of the Air Force; and North Iowa Area Community College.