

BRAD HORN

Associate Dean for Strategic Initiatives
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Brad Horn brings more than 20 years of public relations management and organizational communications leadership to the public relations department as a professor of practice.

Horn has served in senior public relations roles for non-profit organizations, at the intersection of sport, society and American culture. As an active contributor within the public relations industry, he is focused on the roles of leadership, trust, ethics and digital engagement.

Horn has previously served as the vice president of communications and education for the National Baseball Hall of Fame and Museum and the director of communications and TrueSport for the U.S. Anti-Doping Agency. He has also held management roles for MLB's Texas Rangers and the National Hot Rod Association.

Horn's past experiences have focused on national and international media relations; public relations strategy creation; digital and social media engagement; educational program development; crisis management; and board and executive communication.

Horn was previously recognized as a "Top 15 to Watch" by PR News and as a "30 Under 30" by PR Week. He earned his M.S. in Communications Management from Syracuse University and a B.S. in Journalism (Advertising/Public Relations) from Texas Christian University.

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