

For Immediate Release:

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Announcing Mayor's Communications Manager

SAN JOSE – Mayor Sam Liccardo today named Michelle Young as Communications Manager and San José's Public Information Officer. An experienced public relations, social media and external relations professional, Young has spent the last seven years at Santa Clara University working as the Assistant Athletic Director for Media Relations for Bronco Athletics.

"Michelle brings tremendous talent and expertise to our team," Mayor Liccardo said. "She has a distinguished career in external relations and I know she'll be a great resource in City Hall and serving the community."

"From the beginning, I have been impressed with Mayor Liccardo and his leadership to make San José a safer, smarter City," Young said. "I am excited about working with the Mayor, his staff, the City Council and its residents to make San José the best it can be."

"Michelle Young will bring extensive public relations expertise and an unparalleled work ethic to the Mayor's Office," said Santa Clara University Provost Dennis Jacobs. "We wish her all the best in her new role within Mayor Liccardo's administration."

Young comes to the City of San José with a broad-based professional background in college and professional athletics as well as government and military experience. While working at Santa Clara, Young was a strategic member of the Senior Executive team who oversee 20 Division I teams. In addition to managing the Media Relations office, Young put in place 11 social media sites; oversaw the SantaClaraBroncos.com website, including three redesigns; and managed production and content for EyeBronco, the YouTube.com channel she developed four years ago.

Prior to Santa Clara, Young worked at the University of South Carolina for 15 years, including the last five as an Assistant Athletic Director. Along with her public relations duties with the Gamecocks, she worked at three Olympics, designed a department-wide public speaking program; and wrote speeches and response letters for the Athletics Director as well as overseeing all department publications.

A graduate of Illinois State University with a degree in Public Relations and a Master's in Sports Administration, Young served in the U.S. Army from 1985-88 – working for the White House Communications Agency, in the White House, in Washington, D.C. She and her husband live in Los Gatos.