

Introduction

National-level artist, academic leader, designer, and educator, with an active interdisciplinary practice spanning public art, brand strategy, architectural design, and digital innovation that distinguishes him as a rare academic leader and practitioner-scholar. Thom Long brings nearly three decades of integrated creative leadership to academic administration, with a unique combination of sustained scholarly practice, innovative cross-disciplinary strategy, and large-scale institutional vision that is well-suited to leading nationally recognized colleges of art and design. As Dean of the School of Arts & Media at Hampshire College and a member of its senior leadership team, he has demonstrated the full range of competencies that define transformative academic leadership: faculty governance and mentorship; interdisciplinary curriculum development; facilities, resources and budget management; strategic planning; accreditation and student success oversight; enrollment and advancement support; and international and community engagement. As a practicing artist and designer, Long brings a rare form of credibility to academic leadership through his ongoing creative engagement. He is a collaborator on nationally and internationally significant public art and memorial projects, including a completed national memorial in Nantes, France; competition finalist for the Martin Luther King & Coretta Scott King Memorial in Boston and the 9/11 Memorial in Hoboken, New Jersey; and participated in works exhibited at the Venice Biennale and Buenos Aires Biennale. As founder of IdeaCo., he leads a nationally active brand strategy and design consultancy working across higher education, the arts, technology, financial services, hospitality, and consumer sectors. His teaching spans architecture, graphic and digital design, industrial design, design theory, animation, and systems thinking across multiple institutions. In academia, his vision reflects the same interdisciplinary conviction that drives his practice: that the most consequential creative thinking occurs in an emergent space between disciplines and practices.

- + 30 years of active creative practice
- + 25+ years of academic experience & leadership
- + \$56M advancement campaign experience
- + \$1.5M+ in grant funded academic programming
- + Thousands of professional creative projects realized

Areas of Expertise

Academic Strategic Planning
Faculty Governance & Mentorship
Curriculum Development & Assessment
Accreditation & Program Review

Budget Development & Resource Management
Faculty & Staff Recruitment
Interdisciplinary Program Leadership
DEI Leadership & Inclusive Practice

Student Success & Retention
Crisis Response & Student Care
Board of Trustees Relations
Cross-Divisional Collaboration

Academic Leadership

2024-Present

Dean of the School of Arts & Media / Senior Leadership Team

Hampshire College, Amherst, MA

- + **Member of seven-person senior leadership team;** institutional decision-making spanning academic affairs, budget, strategic planning, and board relations, working across academic units, advancement, admissions, communications, facilities, and student affairs.
- + **Comprehensive oversight of School of Arts & Media:** Strategy/visioning, course and curriculum planning, coordination and oversight of *School of Arts & Media* academic programs: Studio Arts, Music, Dance, Theatre, Film/Photography/Animation, Design (Game Design, Applied Design, Industrial Design, Architecture, Graphic Design), Literature, Creative Writing/Writing Program, Media Studies; faculty and staff management and promotion, 7-building resource portfolio, and full program and staffing budgets.
- + **Administrator-On-Call:** responding to 24/7 campus emergencies, student crises, and complex situations requiring cross-divisional coordination, clear communication, and protocol-guided care.
- + **Retention Task Force Committee:** A cross-campus examination at the complex matrix of issues that influence student success, wellbeing, and happiness, bringing together campus leadership, including student life, the accessibility office, health and wellness, Justice, Equity and Antiracism office, and academic advising. Aggregates and explores cross-sectional data of student experiences gathered from various systems to understand and respond to the various pressure points in a student's daily and overall experience at the college and individually support neurodiverse, non-traditional, and international student learners.
- + **Chair of 10+ national Faculty/Staff Search Committees** across arts and design disciplines.

2019-2022

Co-Chair, Academic Planning Committee

Hampshire College, Amherst, MA

- + Led a reinvention of the Hampshire College curriculum post-crisis.
- + Facilitated and moderated dozens of cross-disciplinary faculty meetings to establish a new model of experimental curriculum in Higher Education
- + Developed and implemented the details, structures and assessment strategy for a new curricular model.

2024-Present,
2016-2019,
2012-2014

Chair/Co-Chair, Five College Architectural Studies Program

Five Colleges, Inc, Amherst, MA

- + Cross-institutional program oversight across Hampshire, Amherst, and Mount Holyoke Colleges: strategy, brand, curriculum, faculty appointments, budget management and distribution, and grants and fundraising.
- + Developed and facilitated approvals of the innagural, multi-campus major; bo-developed cross-institution 4+1 and 4+2 Master of Architecture (MArch), Master of Landscape Architecture, and Master of Regional Planning (MRP) programs.
- + Collaborative events and programming, hiring and staffing, resource sharing, technology alignment, thesis advising, and degree requirement oversight.

Professional Practice & Creative Leadership

- 2015-Present **IdeaCo. Brand + Ideation**, Amherst, MA
Owner, Creative Director
- + Founded and leads a nationally active brand strategy and digital marketing consultancy; managed teams of 3-8 creatives with up to 15 active client engagements annually, delivering thousands of projects across a decade spanning 10+ sectors.
 - + Full-service capabilities: brand strategy and identity, digital marketing, web design and development, UI/UX, SEO, social media, environmental and experiential design, packaging, and integrated campaigns from strategy through execution.
 - + Marketing, email, website, and sales systems integration; performance analytics, assessment, adjustment for evolving markets.
 - + Higher education clients include University of Massachusetts Amherst Advancement, Bay Path University Advancement, Hampshire College Advancement, Five Colleges Inc., College of the Holy Cross, University of California Santa Barbara, Seesaw Virtual Education, and ICA Group.
 - + National and corporate clients include Samsung, Moody's Investors Service, Keurig Coffee, Pearson Education, Brookfield Holdings, Hilton Hotels & Resorts, Loews Hotels, W Hotels, Starwood Hotels, Starr Restaurant Group, and Iron Chef Jose Garces Group, among 80+ additional engagements.
 - + Brand strategy lead for Hampshire College's Change in the Making advancement campaign: developed the full campaign brand identity system and audience-facing messaging strategy; campaign raised over \$56M in unrestricted funds.
- 2001-2024 **Wodiczko + Bonder**, Cambridge, MA
Designer, Director of Design and Content
- + Two-decade creative collaboration on nationally and internationally significant memorial and museum commissions, work that operates at the highest level of institutional brand communication: translating complex historical, political, and cultural meaning into built environments and public experiences that resonate across diverse audiences.
 - + *Mémorial à l'Abolition de l'Esclavage*, Nantes, France: completed and opened 2015; published internationally in C3 Magazine (Seoul), Archiscopie (Paris), Int-AR Journal (RISD), PUR Press Universitaire (Rennes), and Les Editions de Chateau de Ducs de Bretagne; exhibited at the Buenos Aires Biennale and Venice Biennale. Recipient of the BAC Unbuilt Architecture Award and ACSA Design Award.
 - + *Martin Luther King & Coretta Scott King Memorial*, Boston, national competition finalist; recipient of ACSA Faculty Design Award Honorable Mention.
 - + Additional commissions: Newport Slave Trade Memorial; Memorial for World Terror, Denver; 9/11 Memorial Hoboken (finalist); Buenos Aires Museo de la Shoah.
- 2010-2014 **LogicTrail, Brand + Strategic Marketing**, Florence, MA
Associate Vice President, Creative Director
- + Associate VP and Creative Director leading a team of 7-10 creatives, managing up to 20 annual client relationships across brand strategy, digital and web, UI/UX, packaging, social media, and environmental design.
- 2000-2010 **Michael Bell Design**, New York, NY
Project Architect, Designer
- + Creative collaborator on several high-profile architectural works, including *The Binocular House* (Geffer-Press House, Ghent, NY, 2007), published in Casabella, Metropolitan Home, Metropolis, Dwell, and *American Masterworks: Houses of the 20th and 21st Centuries* (Rizzoli, Kenneth Frampton).
- 2004-2008 **Thirdmark Studios** (a subsidiary of BBG-BBGM), Madison Ave, NY, NY
Creative Director + Designer
- + Led a seven-person interdisciplinary creative team delivering branding, print, signage, and environmental design for a major national architecture and design firm.
- 2000-2002 **cbt Architects**, Boston, MA
Art Director + Brand Designer Manager
- + Led a five-person creative team focused on brand identity, interactive development, marketing materials, and public presentations within a 250-person firm.
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Academic Experience

- 2017-Present **Professor of Architecture + Design**
Hampshire College, School of Arts & Media, Amherst, MA
- + Offering courses and advising in architecture, urban planning, industrial design, design theory, graphic design, information graphics, animation, fashion design, interactive UI/UX design, and systems and design thinking; responsible for teaching, governance, and advising.
- 2007-2017 **Five College Associate Professor of Architecture + Design**
Amherst College, Mount Holyoke College, Hampshire College (Tenure-Track Joint-Appointment)
- + Taught across three institutions annually, offering courses and advising in architecture, urban planning, industrial design, design theory, graphic design, information graphics, animation, fashion design, interactive UI/UX design, and systems and design thinking; responsible for teaching, governance, and advising.
- + Additional teaching: **Columbia University GSAPP** (Adjunct, 2004 & 2010); **University of Massachusetts Amherst** (Adjunct, 2007); **Mount Holyoke College** (Visiting, 2021). Courses spanning architecture, graphic design, UI/UX, industrial design, design theory, animation, and systems thinking.

Grant & Program Leadership (\$1.5M+ Secured)

- 2014-2016 **The Creativity Center**, Hampshire College, Amherst, MA
Faculty Director, Grant Writer
+ Secured and directed a \$600,000 grant; created and led an institutional innovation center focused on curriculum development and creative experimentation, overseeing two staff co-directors and an alumni director.
- 2013-2020 **Roddenberry Innovation Grant Program**, Roddenberry Foundation, Los Angeles, CA
Co-Director, Grant Co-Writer
+ Co-led a \$200,000 grant-funded program to provide grants for innovative and inventive student projects.
+ Established a relationship with the foundation that led to grant extensions of \$200k and \$100k for Sustainability Travel Grants and a Sustainability Solve-a-Thon.
- 2010-2012 **Riverscaping / Alles am Fluss: Rethinking Art, Environment, and Community**
Western Massachusetts, United States & Hamburg, Germany
Principal Investigator / Grant Writer-Recipient
+ Secured and led a \$175,000 EU-funded international arts and planning exchange between Western Massachusetts and Hamburg, Germany.
- 2009-2011 **Design, Art + Technology (DArT)**, Sherman Fairchild Art, Design + Technology
Co-Director, Grant Co-Writer
+ Co-led a \$300,000 grant-funded platform for technological innovation, cross-disciplinary co-teaching, and classroom-technology integration.
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Education

- 2000 **Columbia University**
Graduate School of Architecture, Planning and Preservation, New York, NY
Master of Science in Advanced Architectural Design (MSAAD)
+ Thesis: *Invisible Interventions: Architecture as a Political, and Cultural Change Agent*
+ Thesis Advisor: Michael Bell, *Professor of Architecture and Chair of the First Year Academic Program*, Columbia University, NY, NY
- 1999 **Roger Williams University**
School of Architecture & Preservation, Bristol, RI
Bachelor of Architecture (BArch)
+ Bernard Spring Thesis Award
+ Thesis: *Interpersonal Transformations: Museum of the Self / Architecture as a Tool for Understanding Body, Mind, Self, and Otherness*
+ Thesis Advisor: Julian Bonder, *Professor of Architecture and 2025 ACSA Distinguished Professor*
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Selected Awards + Recognitions

- + Faculty Design Award, Honorable Mention — Association of Collegiate Schools of Architecture (2021)
 - + Finalist — *Martin Luther King & Coretta Scott King Memorial* National Competition (2018)
 - + Brand Identity Silver & Environmental Design Silver — Ad Club of Western Massachusetts (2017)
 - + BAC Unbuilt Architecture Award; ACSA Design Award — *Mémorial à l'Abolition de l'Esclavage*, Nantes, France (2008, 2006)
 - + Finalist — *9/11 Memorial Hoboken Competition* (2004)
 - + Selected Distinguished Projects for Publication — *Grand Egyptian Museum Commission Competition* (2002)
 - + Lucille Smyser Lowenfish Memorial Award — Columbia University GSAPP (2000)
 - + Columbia University Award Scholarship — Columbia University GSAPP (1999)
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Software + Tools

- + Adobe Creative Suite
 - + Adobe Premiere, After Effects, Animate
 - + Webflow, Wordpress, Squarespace (SEO)
 - + Hootsuite, Hey Orca
 - + Mailchimp, Constant Contact
 - + Salesforce, Slate, Hubspot
 - + Google Analytics, Webflow Analytics
 - + Base44, Claude, ChatGPT
 - + Google Suite/Microsoft Suite
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Professional Memberships

- + AIGA: The Professional Association for Design
 - + International Council for Arts Deans
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Portfolio and work samples at thomlong.com and ideaco.com