DAVID HIGLEY

Chief Marketing Officer, Unitek College of Nursing



As Chief Marketing Officer, David Higley provides strategic leadership for all marketing, communications, enrollment, and brand initiatives across the Unitek College of Nursing family of schools. He sets the vision for marketing and advertising, leads integrated growth strategies, and ensures alignment with the organization's business objectives.

David is responsible for driving enrollment and revenue growth, guiding partnerships with national vendors and media platforms, and overseeing communications, market research, competitive positioning, and long-term brand development. He also builds and mentors a high-performing team that delivers measurable results while supporting growth through acquisitions and the expansion of new campuses and programs across every Unitek College of Nursing division.

With nearly a decade of executive leadership at Unitek College of Nursing, David has played a key role in the company's expansion into new markets and the continued growth of its academic programs. He has directed national advertising and communications campaigns across TV, digital, and paid media, resulting in measurable increases in enrollment, awareness, and profitability.

Before joining Unitek College of Nursing, David served as Chief Marketing Officer at Post University and Executive Vice President of Online Marketing at Euro RSCG, where he managed digital strategy and lead generation for national clients. Earlier in his career, he held senior leadership positions at Prosper Inc., Corinthian Colleges, and Icon Health & Fitness, where he delivered eight consecutive years of sales growth at the world's largest home fitness equipment manufacturer.

David holds a Bachelor of Science in Biology and Chemistry from Utah State University. He is passionate about expanding access to healthcare education and helping students begin meaningful careers that improve lives and strengthen communities.