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Tricia Geraghty currently services as the associate vice president for public affairs at Marquette University. In that role, Tricia is responsible for directing the university's overall marketing and communication efforts with prospective students, alumni, the greater Milwaukee community, and other friends of the university. Prior to this position, Tricia served as the senior staff assistant to Milwaukee Mayor John O. Norquist, specializing in economic and business development issues, and as the director of community relations for Marquette University.

In addition to her role at Marquette, Tricia is an active community volunteer. She is currently a member of the board of directors for Express Yourself Milwaukee, a local arts group; is a board manager for the Downtown YMCA; is a member of the Advisory Council for Young Professionals of Milwaukee; and is an active volunteer with Sts. Peter and Paul Parish on Milwaukee's east side.

Tricia earned an MBA in finance and marketing from the University of Chicago Graduate School of Business in 2001, and holds a bachelor's degree in history from the University of Illinois at Urbana-Champaign.