

## **Jennifer Prince, '94** Chief Commercial Officer

As the Chief Commercial Officer of the Los Angeles Rams, Jennifer is responsible for overseeing all partnerships - including sales, activation, and strategy - as well as the commercialization of the media business, including owned-and-operated channels, social media accounts and media partnerships. Jennifer previously spent over eight years at Twitter as the Global VP and Head of Content Partnerships and Managing Director of Global Media & Entertainment Partnerships.

Prior to joining Twitter in August 2013, Jennifer was Head of Industry for Film & Television at Google and Head of YouTube Media & Entertainment. Earlier, Jennifer was Senior Vice President of Advertising at Demand Media and helped the company through its IPO. Years prior, Jennifer worked at other notable companies such as American Greetings, Dow Jones, Ziff Davis & TBWA/Chiat Day. Jennifer currently serves on the boards of Hershey Entertainment & Resorts, System1 and Sugar23. Jennifer earned a B.A. in Communication from the University of California, Santa Barbara. Jennifer and her family attend Family Vacation Center on the UCSB campus every summer, and they recently created a scholarship for the UC Santa Barbara Department of Communication. Jennifer lives in Los Angeles and keeps busy with her husband, three teenage daughters and three rescue dogs.

This special day and ceremony celebrate a major achievement in your life.

The warm thoughts and good wishes of the faculty, the administration, and your many friends at UC Santa Barbara go with you as you pursue graduate or professional schooling, or your chosen career field.

All of us are confident that your time here has instilled within you the knowledge, skills and confidence to enrich the world around you, and that your future will be as challenging and fulfilling as your years at UC Santa Barbara. We hope that your involvement with your campus is only just beginning, as you now join a network of over 260,000 UC Santa Barbara alumni.

**UC SANTA BARBARA**

# **Commencement Exercises**

## College of Letters and Science

*Degrees in*

**Social Sciences I**



Sunday, June Sixteenth

Two Thousand Twenty-Four

Nine O'Clock

**Commencement Green**

## **PROCESSION**

The audience is requested to stand while the procession is entering.

### **Sara Ahmed, Standard Bearer**

B.A. in Global Studies

B.A. in Political Science

### **Susannah Scott, University Marshal**

Divisional Chair, Academic Senate

## **PRESIDING**

Charles R. Hale

SAGE Sara Miller McCune Dean of Social Sciences

Michael Miller

Dean and Associate Vice Chancellor of Undergraduate Education

## **NATIONAL ANTHEM**

Kate Unger

Class of 2026

## **DEAN'S WELCOME**

Dean Hale

## **GREETINGS**

Henry T. Yang

Chancellor

## **COMMENCEMENT ADDRESS**

Jennifer Prince, '94

Chief Commercial Officer

## **STUDENT ADDRESS**

Amruta Baradwaj

B.A. in Political Science

## **CANDIDATE STAGE CROSSING**

## **CONFERRING OF DEGREES**

Chancellor Yang

University Marshal Scott

## **UNIVERSITY SONG**

Kate Unger

### **Hail to California**

*Hail to California, Alma Mater dear,*

*Sing the joyful chorus,*

*Sound it far and near,*

*Rallying 'round her banner,*

*We will never fail—*

*California, Alma Mater,*

*Hail! Hail! Hail!*

## **RECESSION**

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Carillon Music from Storke Tower

### **Wesley Arai**

University Carillonist

### **Iris Yuh**

Student Carillonist

B.A. in Economics and Environmental Studies

This event will be photographed and recorded.

**#UCSB2024**