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FEATURED

Utah Tech marketing VP leaving campus amidst ongoing lawsuit

Written by Nick Fiala
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In this file photo, Jordon Sharp speaks in St. George, Utah, April 5, 2018.
Photo by Spencer Ricks, St. George News

Utah Tech University Vice President of Marketing and Communications Jordon Sharp announced Monday that his time at the university is coming to an end after nearly 14 years.

Sharp said he will be taking a job next month at a local marketing company's new location in the area. His last day will be Friday, Aug. 9.

Sharp's decision to seek employment elsewhere comes in the midst of an ongoing lawsuit filed by three employees accusing him and others on campus of inappropriate behavior. The lawsuit alleges that current and former campus leaders, including Sharp, harmed employees with a toxic work environment.



This file photo shows the Utah Tech University Human Performance Center building, St. George, Utah, Sept. 30, 2024.

Photo by Nick Fiala, St. George News

In a Facebook post, Sharp said he will soon be the vice president of marketing for the branding company MINT of Salt Lake City, which is opening an office in Southern Utah and launching a new branding service.

"Our team worked, succeeded, failed, laughed, cried, and built together tirelessly for the good of our campus; and they are my forever family," he said.

Utah Tech Public Relations Director Jyl Hall later provided a statement from the university to St. George News regarding Sharp's departure, saying that a new position will be created at the university.

"As Utah Tech University continues its upward growth trajectory, we are creating the Vice President of Enrollment and Marketing position to strengthen our efforts to tell the Trailblazer story, expand access to higher education, and continue to meet our students' needs," the university stated.

Sharp's social media post also recapped his time at the university.

"My time at Utah Tech has been all the things: exciting, challenging, impactful, personal, and meaningful — but I'm deeply grateful for every part of it," he said. "If you had told me at the start of this journey all I would witness and experience, I wouldn't have believed it."

Sharp gave a nod to controversial former university president, Richard "Biff" Williams, who has also been accused of inappropriate conduct, saying "we doubled the size of our campus facilities, transitioned to NCAA Division I athletics, achieved record

donations, evolved from a state college to a polytechnic university and launched over 2000 academic programs.”

“Alongside my incredible teams, I had the privilege to create and launch the Trailblazer athletic identity and Brooks the Bison ...dramatically increase brand awareness; and earn many of the nation’s most prestigious marketing and communication awards,” Sharp said.

Sharp added that the most meaningful part of his time at Utah Tech was “the opportunity to meet, teach, and associate with thousands of students in our community—each of whom I love and cherish.”

Sharp also commended the work and dedication of the university’s current president, Shane Smeed, who joined the staff earlier this year.

“I gave my heart and soul to Trailblazer Nation, and I’m beyond grateful for my time there,” Sharp said. “I am signing off UT, but the Sharps are forever Trailblazer fans, and the school is in great hands under the leadership of President Smeed.”



In this file photo, Jordon Sharp speaks in St. George, Utah, April 5, 2018.

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