



John Siqveland

Communications Director

Center for Transportation Studies
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Siqveland leads the Communications team at the Center for Transportation Studies (CTS). A seasoned communications and marketing professional, John has 25+ years of experience in strategic and crisis communications; direct and loyalty marketing; news media and community relations; multi-channel digital campaigns; writing, editing, and project management.

Education

- Bachelor of Arts, English, Grinnell College
- Graduate-level coursework in civic leadership, Hubert H. Humphrey School of Public Affairs, U of M

Employment History

Center for Transportation Studies, University of Minnesota **2022–Present**
Communications Director

Ramsey County, MN **2014 – 2022**

- *Director of Communications & Public Relations – 2019-2022*
- *Public Communications Director – 2014-2019*

Metro Transit, Minneapolis, MN **2006 – 2014**

- *Public Relations Manager – 2011-2014*
- *Project Manager, Marketing – 2006-2011*

Prior to serving in the public sector, Siqveland worked in managerial marketing positions at Target Corp., Best Buy, and Musicland Corp. from 1999-2005 and as a trade and technical publication editor from 1997-1999.

Recent Projects

- MNTransportationCareers.com website and promotional campaign, 2023-2024
- Mnltp.umn.edu website redesign and relaunch, 2022-2023
- MnLTAP Exchange and e-newsletter production and redesign, 2022-2024