

Charles Bailey Peyton

Bio

As CIO of the Annenberg School for Communication and Journalism at the University of Southern California, Charles Peyton has been at the forefront of technical innovation for over 20 years. With a strong academic foundation in business, communications, and information technology, his career highlights include driving the digital transformation of broadcast media systems, advancing media literacy education, revitalizing teams, rationalizing IT infrastructure, and leading major capital projects. Most recently, Charles has focused on leveraging labor market data to strengthen student advising, curricular design, alumni outcomes, and academic strategy using advanced analytics. Outside of work, Charles enjoys spending time on trout streams, hiking trails, and getting progressively worse at golf.

Work Experience

2023 – Present: Chief Information Officer, USC Annenberg

Shaping the school's technical strategy and resources to advance its academic and operational mission. This includes developing and leading IT talent, managing technical debt, deploying innovative solutions, and ensuring robust cybersecurity. The goal is to continually strengthen the people, processes, and technologies that set the school apart and give it a competitive edge in the fast-changing worlds of media, communications, and journalism.

Highlights and Accomplishments:

- Reorganized and unified the school's fragmented technology teams into a single, cohesive department with a shared vision, integrated infrastructure, and standardized procedures. Reduced headcount while expanding capabilities, increasing productivity and technical proficiency, and improving morale—fostering a culture of accountability, ownership, and continuous growth.
- Led the assessment and replacement of the school's legacy network and virtual infrastructure, eliminated risk, consolidated solutions, improved scalability, and improved cybersecurity posture and business continuity readiness.
- Directed and architected the retrofit and replacement of the school's broadcast technology systems and learning environments, transitioning from legacy hardware-based baseband solutions to innovative, software-defined production systems over IP. The new infrastructure delivers greater flexibility, reduced technical debt, and minimal vendor lock-in.

2019 – 2023: Associate CIO, Executive Director of Projects and Strategy, USC Annenberg

Directed enterprise IT strategy and investment, built core data management systems, advanced digital literacy initiatives, and led cross-departmental technology projects as solution architect and project leader.

Highlights and Accomplishments:

- Led the design and launch of a central data management platform, featuring a Heroku-based data warehouse, integrated data feeds using Informatica and other API based connectors, with a Salesforce + Tableau front-end supporting CRM, enterprise applications, reporting, and data exploration.

- Designed and led development of enterprise data applications that advanced institutional analytics and workflows—including platforms for alumni career insights, academic and career advising, recruitment, and business operations—recognized by Salesforce as one of the most innovative higher-ed analytics solutions and showcased in a Dreamforce 2022 keynote.
- Designed and launched an automated student software distribution system to manage Adobe and SPSS licensing, student eligibility, notifications, access, and downloads via a custom web application and mail server.
- Built a scalable web hosting environment for student projects and e-portfolios, supporting the Journalism and Public Relations schools using Amazon Cloud and Plesk.
- Directed Annenberg's central "Restart" initiative following the Covid "shelter in place" order—an enterprise-wide change management and compliance effort.
- Led a comprehensive internal cybersecurity audit and remediation project across all units.

2014 – 2019: Executive Director of Technical Services and Operations, USC Annenberg

Led a wide range of "Facilities and Technology" programs, projects, and teams.

Highlights and Accomplishments:

- Development of new Creative Media Department, with "Digital Lounge" student environment to support the Dean's Digital Literacy Initiative efforts, and train students on creative software and multimedia production and analysis tools. Launched an Adobe certification curriculum and program for Annenberg students and alumni.
- Co-authored Annenberg's "IT Strategic Plan," "Strategic Facilities Assessment," and "Campus Space Plan," providing a road map for technology infrastructure, space utilization, future development, and growth requirements.
- Led the design, development and operationalization of a new central ticketing and customer service information system.
- Managed the transition from on-prem legacy windows mail and shared drive solution to MS365, included enterprise-wide training and change management campaign.
- Directed a series of academic technology initiatives including school-wide student laptop policy, "Adobe Initiative" (providing free creative cloud software to all Annenberg students) and restructuring student lab fees and technology fee structure to support school wide IT infrastructure.

2010 – 2014: Technical Project Manager, USC Annenberg

Led the design and construction of Wallis Annenberg Hall, an 88,000 square foot, \$60 million-dollar, state-of-the art, academic facility for Communication and Journalism.

Highlights and Accomplishments

- Appointed "Building Committee Chair," leading all faculty and staff collaboration and decisions relating to the project.
- Led a cross-functional team of consultants, technologists, faculty, and staff to build one of the most advanced multimedia environments in academia. Served as technical architect for a 20,000 sq. ft. broadcast newsroom and converged media center, designing media workflows, networking strategies, and evaluating core IT systems—including the development of a private media cloud enabling students and faculty to store, share, and publish multimedia projects from anywhere with an internet connection.

- Project was delivered on schedule and within budget, with significant industry-wide accolades, including *Engineering News Record Best Project Merit Award* and the *Gold Nugget Educational Project Merit Award*.

2003 – 2010: Manager, Facilities and Technology, USC Annenberg

Managed the Facilities and Technology Helpdesk, Classroom Technology Support unit, Facilities and Scheduling department, and Mail & Copy Center. Led tenant improvement projects, emergency preparedness efforts, and disaster recovery planning.

2002 – 2003: Administrative Assistant, Facilities and Technology, USC Annenberg

Supervised daily operations for facilities and technology helpdesk, triaged service requests, managed student staff and provided classroom and faculty IT helpdesk support (Tiers 1 and 2).

Education

-MS, Information Technology, University of Redlands
 -BA, Communications, University of Southern California- Magna Cum Laude - Lambda Pi Eta and Golden Key honor societies

Skills and Competencies

<i>Leadership & Professionalism</i>	<i>Communication</i>	<i>IT Infrastructure Management</i>
<i>Cyber Security</i>	<i>Information Systems Design</i>	<i>Construction Management</i>
<i>Change Management</i>	<i>Project/Portfolio Management</i>	<i>Solution Analysis & Design</i>
<i>Talent Cultivation</i>	<i>Business Strategy</i>	<i>Business Continuity</i>
<i>Emergency Preparedness</i>	<i>Risk Management</i>	<i>Budget Management</i>
<i>Presentation/Public Speaking</i>	<i>Facilities and Operations</i>	<i>Database Administration</i>
<i>Audio Visual Systems</i>	<i>Broadcast Media Systems</i>	<i>Writing and Documentation</i>
<i>Team Building</i>	<i>Owners Representation</i>	<i>System Rationalization</i>

Speaking Engagements

-Westmont Impact 24', Innovating with Big Data
 -Dreamforce 22', San Francisco CA, Higher Education Keynote
 -Campus Technology National Conference 2015, Boston – Creating a Digital Literacy Initiative
 -Adobe Educators Conference 2015, University of Southern California – Cultivating a Creative Campus
 -National Association of College and University of Business Officers (NACUBO) 2014, Western Region, San Francisco – Collaborative Campus Planning and Design Principles

Interests and Involvement

-University Park Community Emergency Response Team (CERT)
 -USC Environmental Sustainability Committee
 -Boy Scouts of America – Eagle Scout
 -National Speech and Debate Association – Volunteer Judge
 -Society of Information Management, Southern California, SCSIM - Member