

City of Memphis



TENNESSEE

A C WHARTON, JR.
MAYOR

November 11, 2010

The Honorable Jim Strickland, Chairman
Personnel, Intergovernmental & Annexation Committee
City Hall - Room 514
Memphis, TN 38103

Dear Chairman Strickland:

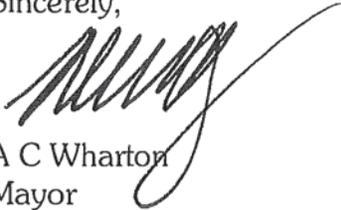
Subject to Council approval, it is my recommendation that:

George Shadroui

be appointed to the Memphis and Shelby County Center City Commission with a term
expiring December 31, 2010.

I have attached biographical information.

Sincerely,


A C Wharton
Mayor

ACW/lar

c: Council Members



City of Memphis

BIOGRAPHICAL INFORMATION APPOINTMENT TO BOARD/COMMISSION

Central City Commission

BOARD/COMMISSION

Name: George Shadrui Race W M F

E-Mail Address: george.shadrui@stjude.org Fax _____

Profession/Employer: Senior Vice President Strategy/Executive Communications/ALSAC-St. J.

Business Address: 501 St. Jude Place Zip 38105 Phone: 901/578-2330

Education: Masters, Georgetown, Bachelors University of North Carolina-Chapel Hill

Name of Spouse: Elvia Olivas Number of Children: 2

Home Address: 70 Wallace Road Phone: 901/761-3801

City: Memphis State: Tn Zip: 38117

I certify that I am a resident of the City of Memphis (Unincorporated areas and surrounding counties are not considered). Yes or No If yes, how long? 15 years

Professional Organization/Associations:

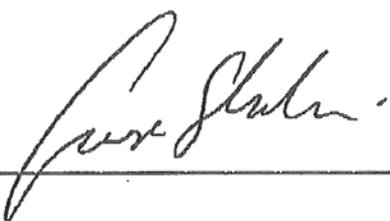
Formerly Public Relations Society of America/Memphis chapter
Executive Leadership – Rhodes College

Other Organizations/Association:

Holy Rosary Church

Other Interests:

Writer, essayist
Golf, sailing
Avid reader
family

Signature  Date 11/4/10

George P. Shadrui

70 Wallace Road
Memphis, TN 38117
901/761-3801
george.shadrui@stjude.org

2010 Senior Vice President of Strategic Planning and Exec.
Communications

Overview

Currently serves as Senior Vice President of Strategic Planning and Executive Communications for ALSAC, the fundraising organization for St. Jude Children's Research Hospital. Responsibilities include oversight of all communications related to Executive Office, including Board reports and presentations, speeches, special presentations or announcements. Oversight on governmental affairs and special projects as assigned by the CEO or Executive Office team.

Previously served as Senior Vice President of Communications in which capacity developed and executed global brand and creative strategies. Played a leadership role in the development of brand standards, crisis management strategies, and messaging strategies.

Key strategic responsibilities during years at ALSAC:

- Guiding strategic planning process, including development, editing and production of strategic plan.
- Management of executive communications functions.
- Brand, creative and marketing communications strategies
- Crisis communications
- Digital and web marketing
- Regulatory and governmental affairs
- Serve on senior leadership team that shapes overall marketing strategies and management policies for over 1000 employees.

Operational Overview:

- Built a multi-service in-house agency (Communications Division) that includes dedicated and high functioning teams in account services, video production, public

relations, graphic design, events, patient cultivation and information management that are integral to the success of our national fundraising efforts.

-- Developed creative and execution strategies for major organizational events, including 50th anniversary, national conventions, national staff summits and special events honoring key historical leaders.

-- Developed and help manage internal communications strategies around critical organizational initiatives and activities.

-- Led management of national PSA campaigns that resulted in television, radio, and print media placements in major markets in the country and garnered millions of media impressions valued in the tens of millions of dollars.

-- Joined ALSAC 1995 and served as Senior Director and Director of Communications prior to being promoted to Senior Staff in the spring of 2004.

December 1991 to February 1995

Director of Communications, Arab American Institute: Job entailed ghost-writing opinion pieces for major national and local newspapers (e.g., *Washington Post*, *Los Angeles Times*, and the *Dallas Morning News*); overseeing media outreach efforts for national conventions and press briefings; writing and editing newsletters, electoral guides, special policy publications and press releases.

Co-host of *A Capital View*, a call-in television interview program aired on the ANA Network in northern Virginia, 1994-1995.

Assisted with media operations on behalf of former U.S. Senator E. Spencer Abraham's 1994 campaign in Michigan.

Fall 1988 to Summer 1991

Managing Editor, *Middle East Times-Egypt* edition (Cairo), and stringer for NBC Radio News, *Middle East* magazine, and other publications during Gulf War.

Free-lance writer for various newspapers and magazines.

March 1985 August 1988

Reporter, *The Virginian-Pilot* and *The Ledger-Star* (Norfolk, VA), Portsmouth Bureau. Covered U.S. Naval shipyard, U.S. Coast Guard, local/state government and politics.

Fall 1981 to Spring 1985

English Teacher, Sadat Academy (Cairo); Contributor to *Cairo Today*, *National Review*, and the *Salisbury (NC) Evening Post*.

Reporter, *The Roanoke Times & World-News* (VA), New River Valley Bureau and *Lynchburg News and Daily Advance* (VA). Covered local government and police.

1978-1981

Editor, Associate Editor, Assistant Managing Editor, *The Daily Tar Heel*, daily newspaper at the University of North Carolina in Chapel Hill; a **founding editor** of the *Phoenix*, a weekly paper published at UNC for almost 15 years.

Intern, the *Greensboro Daily News* (N.C.) and the *Salisbury Evening Post*.

EDUCATION:

- Masters, International Affairs-Middle East/Arab Studies, Georgetown University (Washington, DC), 1990.
- BA, Journalism and History, UNC-Chapel Hill, 1981.
- Arabic language studies, Middlebury College (VT), summers, 1983, 1984 and 1989.
- Executive Leadership class at Rhodes College (TN) 2004-2006.

HONORS and AWARDS:

- Part of an Emmy nominated team for St. Jude Public Service spot.
- Helped garner three Telly awards for video work at ALSAC/St. Jude.
- Lead a creative Communications Department that has won more than 40 first place VOX awards in Memphis Public Relations Society of America contest, 1996-2006
- Eight individual VOX awards for video production, PR work and publications
- Virginia Press Association, 1988, 2nd place, photo-story category
- Monthly Writing Award, *Roanoke Times*
- All America Rating, *DTH*, 1981
- John L. Morrison Journalism History Award, UNC
- Hearst Editorial Writing, local winner, UNC
- Quincy Sharp Mills Scholarship, UNC

REFERENCES: Available Upon Request

**MEMPHIS & SHELBY COUNTY
CENTER CITY COMMISSION
20 Member Board
(5) Appointed by City Mayor
(5) Appointed by County Mayor
3 Year Term**

Hendricks, Mark D. (City)	M/W	12-31-12	3yr. Term
McGehee, Stuart (City)	M/W	12-31-10	3yr. Term
Spears, Diane C. (City)	F/W	12-31-10	3yr. Term
Isaac W. Northern, Jr. (City)	M/B	12-31-12	3yr. Term
Alpha L. Lyons (City)	M/W	12-31-12	3yr. Term
George Little (City CAO)			
Janis Fullilove (City Council Liaison)			

County

Hagerman, Jennifer
Ernest, Strickland
Green, Edith Kelly
Gillis, Bobbi
Stanton III, Edward L.
Copeland, Richard (County Mayor Representative)
Cooper, Barbara (Representative)