

## **KIMBERLY PACE** *(Updated 1/15/2010)*

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## **PROFESSIONAL EXPERIENCE**

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OWEN GRADUATE SCHOOL OF MANAGEMENT, VANDERBILT UNIVERSITY,  
Nashville, TN

### **Clinical Professor** (September 2005 – Present)

Responsible for teaching communication to M.B.A., Master of Finance, and Master of Accountancy students, including presentation skills, business writing, active listening, on-the-job management communications, mediation, crisis communications, personal PR, and branding.

- Teach Leadership Communications core class for first year M.B.A. students.
- Teach Ethical Leadership and Communications core class for Master of Accountancy students.
- Teach Communications for Finance Professionals core class for Master of Finance students.
- Teach Public Relations elective course, in which students create integrated communications plans for actual business clients.
- Teach communications topic in the Special Topics course for Executive MBA students.
- Serve on faculty of Accelerator Summer Business Institute offering an immersion business education experience for exceptional undergraduates.
- Coach students on effective job interviews, class presentations, and case competitions.

GENERAL BOARD OF DISCIPLESHIP, Nashville, TN

### **Executive Officer, Communications/Marketing** (February 2002 – September 2005)

Responsible for communications and integrated marketing efforts to support a 40 million dollar publishing and programming agency serving a 45,000 church market world-wide. Research, develop and implement a comprehensive, global communications strategy to move agency from product-focused to customer-focused.

- Managed executive staff (Creative Services, Integrated Marketing, Digital Services, Media Relations, Communications Coordinator) with a total staff of fourteen persons.
- Implement short and long term branding strategies, including new print and electronic publications, logo, displays, and public relation events.
- Managed a team to translate business objectives and audience needs into a user centered web presence.

- Managed a marketing strategy to support national events, 40 new books per year and seven magazine lines.
- Served as national spokesperson. Organized press conferences, initiate media contacts and pitch stories.
- Coordinated new product development with publishing areas.
- Produced international newsletters, advertisements, websites, videos, e-newsletters, PowerPoints, displays, banners.

#### UNITED METHODIST COMMUNICATIONS, Nashville, TN

##### **Communications Consultant** (December 1998 – February 2002)

Responsible for networking and training 850 professional communicators, including Bishops, media center directors, administrative leaders, webmasters, editors, public relations and marketing personnel.

- Assisted in restructuring the agency by forming a public relations team to reach audiences more effectively and work closer with the secular media.
- Aided in the development of marketing plan and lobbying strategy for a national television campaign.
- Researched effectiveness of the *HeadsUp* national publication in sharing image and vision and revamped the publication.
- Conducted Communication Audits in thirteen states, evaluating tools of communications, public relation and marketing plans, relationships between regional and local offices, focus groups, and surveys.
- Wrote for *Interpreter* magazine and *Legacy* donor newsletter, and edited communications newsletters, brochures, CD-ROMs and various websites.
- Led workshops and seminars on understanding audience needs, marketing, and developing media campaigns.

#### THE UNITED METHODIST HOUR, Hattiesburg, MS

##### **Executive Director** (June 1995 - January 1999)

Responsible for overall management of a non-profit television and radio agency which broadcasts to eight states and 5.5 million homes, including NBC, CBS, and FOX; accountable to a 35-member Board of Directors. Managed a staff of five administrative, financial, and production personnel.

- Produced, directed, and hosted weekly 30 minute television and radio broadcast of program called *Time That Makes the Difference* – 52 original episodes a year.
- Director of public relations and marketing strategy.
- Spokesperson for national and regional events.
- Created and edited *The Time*, a monthly newsletter mailed to over 13,000 supporters.
- Organized and promoted fundraising activities including the expansion of sponsorship programs, development of an endowment fund, and submission of grant proposals.
- Program coordinator and teacher for educational opportunities in Israel, Greece, and Turkey.

**Director of Church and Community Relations** (August 1994-June 1995)

Responsible for developing relationships with organizations and individuals related to the agency, raising funds, initiating and developing strategies for publicity and growth, hosting weekly television and radio program, and supervising production schedules. Promoted to Executive Director after one year.

SHENANDOAH UNIVERSITY, Winchester, VA

**Conservatory Assistant** (August 1993-May 1994)

Responsible for public relations and promotion of conservatory events, liaison with other campus offices, training work-study students, teaching four voice classes, instructing private voice students, and teaching Survey of Music Literature – a core class for all music, drama and art students.

**EDUCATION**

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Master of Music in Vocal Performance, 1994

*Shenandoah University*  
Winchester, VA

Bachelor of Arts in Vocal Performance, 1992

*Millsaps College, magna cum laude*  
Jackson, MS

**SPEECHES AND SEMINARS**

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- “Communication, Conflict, and Mediation,” DCI Leadership Institute, Nashville, TN (November 2009)
- “Thinking – and Acting – Like an Executive,” DCI Executive Board, Nashville, TN (November 2009)
- “Active, Purposeful Listening in Healthcare,” Elevate, Vanderbilt Medical Center (October 2009)
- Leadership/Strategy Seminar, Bridgestone Retail Services, Nashville, TN (September 2009)
- “Active, Purposeful Listening,” DCI Services – Donor Network, Nashville, TN (August 2009)
- “Advanced Speaking,” Elevate, Vanderbilt Medical Center, Nashville, TN (April 2009)
- “Developing Strengths,” Comdata executives, Brentwood, TN (January 2009)
- Communication Skills Coaching, American Marketing Association, Nashville Executive Committee (October 2008 – April 2009)
- “Thinking Like a CEO,” Nashville Association for Financial Professionals (December 2008)
- “Developing Your Personal Brand: Advanced Presentation Skills,” Aegis Healthcare, Nashville, TN (December 2008)
- “It’s in the Bag: Honing Your Sales and Persuasion Skills,” Aegis Healthcare, Nashville, TN (December 2008)
- “Connect with Your Personal Brand,” DCI Donor Services, Nashville, TN (December 2008)

- “The Art of Communication,” Young Professionals of Nashville, Nashville, TN (November 2008)
- “Church Marketing,” United Methodist Association of Communicators, Providence, RI (October 2008)
- “Thinking Like a CEO,” two-day seminar with Burcham and Furse, Nashville, TN (October 2008)
- “No-Doze Presentation,” Elevate, Vanderbilt’s 2008 Leadership Development Institute, Nashville, TN (September 2008)
- “Personal Brand,” Tennessee Young Leaders Conference, Nashville, TN (August 2008)
- “Brand You,” Generation Tennessee, Nashville, TN (July 2008)
- “Interpersonal Relations and Communications,” Tennessee Valley Authority, L-MAP, Nashville, TN (April 2008)
- “Developing Your Personal Brand,” Tennessee Bankers Association, Credit Conference, Nashville, TN (February 2008)
- “Listening and Feedback,” Aegis Healthcare, I3 Conference, Nashville, TN (June 2008)
- “Lead with Your Personal Brand,” Banking International Association, Orlando, FL (June 2008)
- “Thinking Like a CEO,” two-day seminar with Burcham and Furse, Nashville, TN (May 2008)
- “Developing Your Personal Brand,” Tennessee Bankers Association, Annual Meeting, Nashville, TN (February 2008)
- “CEO and Brand Reputation,” Association of Executive Museum Directors, Austin, TX (January 2008)
- “Developing Your Personal Brand,” Aegis Group, Inc., Nashville, TN (December 2007)
- “Virtual Teams,” AutoZone, Executive Education, Owen Graduate School of Management, Vanderbilt University, Nashville, TN (November 2007)
- “Interpersonal Relations and Communications: Lead with You Personal Brand,” Tennessee Valley Authority, Executive Education, Owen Graduate School of Management, Vanderbilt University, Nashville, TN (May 2007)
- “TeamBuilding,” Barge Waggoner Sumner Canon, 2007 Annual Meeting, Nashville, TN (April 2007)
- “Developing Your Personal Brand,” BAI National Loan Conference, Orlando, FL (March 2007)
- “Building Word-of-Mouth Campaigns,” Family and Children Services Advisory Board, Nashville, TN (April 2006)
- “The Leader as Speaker,” Vanderbilt Entrepreneurship, Vanderbilt University, Nashville, TN (February, 2006)
- “Brand Management,” General Board of Discipleship, United Methodist Church, Annual Meeting, Nashville, TN (April 2005)
- “Brand Strategy,” Texas Round-Up Conference, Lubbock, TX (March 2005)
- “Power of Communications,” Religion Communicators Council, National Annual Meeting, Nashville, TN (April 2004)
- “Communications Audit Results,” Southeastern Jurisdictional Conference, Lake Junaluska, NC (May 2004)
- “Developing a Marketing Plan,” Large Church Initiative, Denver, CO (Jan. 2004)

## CONSULTING

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- CEO Coaching (2008 - present) Consulting with CEOs on developing an executive A.U.R.A. – a presence that is authentic, unique, reality-checked, and authoritative.
- Accelerator Faculty, Nashville, TN (2007 – present) Consulting with Accelerator: Vanderbilt’s Summer Business Institute to manage client projects, teach communications classes, and provide presentation coaching.
- Comdata, Nashville, TN (2008) Consulting with Sr. Management Team on developing an effective team by identifying strengths, improving overall communication skills, and using reality-based feedback.
- ParadigmHealth, Upper Saddle River, NJ (2007) Consulting with Sr. Management Team on developing personal brands, establishing a team with effective listening skills, identifying and leveraging strengths, and improving overall communication skills.
- U.S. Army, 101<sup>st</sup> Airborne Division, 1-33 Cavalry, Fort Campbell, KY (2007) Consulting to apply public relations principles and tools in a war zone.

## AWARDS AND PUBLICATIONS

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- Online podcast and article: “Thinking Like a CEO,” with Burcham and Furse, *Owen Intelligence*, April 2009.
- Online podcast and article: “Your Personal Brand – Perception is Reality,” *Owen Intelligence*, March 2008.
- *Award of Excellence for Brochures and Promotional Materials*, October 14, 2005, United Methodist Association of Communicators (UMAC), San Antonio, TX
- *Certificate of Merit Newsletters* – Division A, General Church Agency or National Distribution Category 1, October 14, 2005, UMAC, San Antonio, TX
- *General Excellence for Horizon*, October 14, 2005, UMAC, San Antonio, TX
- *Speaking Faith: The Essential Handbook for Religion Communicators, 7<sup>th</sup> Edition, 2005*, Author, Chapter 1: *Discover Your Mission*, including creating a brand promise, identifying communication needs, establishing a strategic communications plan, and implementing a communications audit.
- *Award of Excellence for Video/Films*, October 15, 2004, Las Vegas, Nevada
- *The Leonard M. Perryman Award of Excellence for Promotion, Publicity, and Advertising*, October 15, 2004, Las Vegas, Nevada
- *Best of Division, Class II: Newsletters: Division A, Horizon*, UMAC, October 15, 2004, Las Vegas, Nevada
- *Best of Division, Class X: Internet Division A, WWW.GBOD.ORG*, UMAC, October 15, 2004, Las Vegas, Nevada
- *Best of Division Class VII: Video/Films Costing Less than \$10,000 Division A, Discipleship*, UMAC, October 15, 2004, Las Vegas, Nevada
- *Best of Division Class XIV: Publicity and Advertising Division A, GBOD: CREATING AN IMAGE*, October 15, 2004, Las Vegas, Nevada
- *Certificate of Merit, Class XIV: Publicity and Advertising Division A, GBOD WALKING CREATURE*, October 15, 2004, Las Vegas, Nevada
- *Certificate of Merit Class V: Special Publications Division A1, THE RE:SOURCE*, UMAC, October 15, 2004, Las Vegas, Nevada
- *Award of Excellence for Newsletters*, October 31, 2003, UMAC, Philadelphia, PA

- *Award of Excellence for Special Publications*, October 31, 2003, UMAC, Philadelphia, PA
- *Best of Division, Newsletters Division A, Horizon*, UMAC, October 31, 2003, Philadelphia, PA
- *Best of Division, Special Publications Division A, [the] re:source*, UMAC, October 31, 2003, Philadelphia, PA
- *Best of Division: Publicity and Advertising, REM Flyer*; UMAC, 2001
- *Certificate of Merit, General Excellence – Newsletters – General Agency, CON-NEC-TION*, UMAC 2001

## **SERVICE**

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- Owen Circle
- American Marketing Association
- WaterCooler
- Family and Children's Service
- West End United Methodist Church
- Nashville Symphony