

## Carol Reed, President



Over 25 years ago, Carol Reed founded the award-winning firm of Carol Reed Associates, Inc. specializing in corporate communications, campaign consulting, issues and crisis management, event production and community initiatives. Her career began in 1976 as Political Director for United States Senator John Tower. In 2008 the company became The Reeds, Public Relations Corporation to reflect the partnership of Laura Reed Martin and Angela Reed Shellene.

Ranked by the Dallas Business Journal as one of the top-25 public relations firms in the Dallas-Fort Worth area, named in *Dallas CEO Magazine*, Oct. 2010 **“The King Maker”** saying, **“In the hardball world of Dallas politics and bond elections, there hasn’t been a cleanup hitter quite like Carol Reed. Not over the past quarter century, if ever.”** Campaigns & Elections Magazine in 2010 listed Reed in the Top 30 Republican Texas Influencers and *The Observer* “Best of Dallas” 2004 issue as the

premier political consulting firm saying, “over the last 20 years, the firm has worked for virtually every Republican office holder in the state, as well as Presidents Reagan and Bush.”

In 1995, Carol Reed managed the history-making campaign that elected Ron Kirk as the first African-American Mayor in Dallas history, and in 2007 successfully managed the campaign of current Dallas Mayor Tom Leppert.

Carol Reed has also been the driving force behind such landmark projects as the American Airlines Center, both the Trinity River Campaigns in 2007 and 1998, the Dallas Convention Center Hotel in 2009, the 2006 \$1.3 billion Dallas City Bond Campaign, the 2002 DISD Bond Campaign, as well as bond campaigns for Dallas Area Rapid Transit and Dallas County Community College District. The company has led the development efforts on Pioneer Plaza and the Women’s Museum at Fair Park and handled marketing, public relations and event management for the Dallas 2012 Olympic Bid. In 2004, the firm assisted the Dallas Cowboys in winning overwhelming voter approval for a new stadium in Arlington, Texas.

Carol Reed was also awarded the *Spirit of the Centennial Award* in 1998 for her tireless work on behalf of Fair Park, a National Historic Landmark.

Carol is the first woman to chair the Dallas Convention & Visitors Bureau, the Rotary Club of Dallas, and the Dallas Real Estate Council’s Fight Night. She has served on numerous National and State boards.