

READY TO BEGIN  
**MAKING WAVES**  
IN YOUR PR CAREER?

**APRIL 22-24**

Western District Conference  
[www.westerndistrictconference.com](http://www.westerndistrictconference.com)



**Smooch Repovich Reynolds**  
**Chief Executive Officer**  
**The Repovich-Reynolds Group**

Ms. Smooch Repovich Reynolds is founder and Chief Executive Officer of The Repovich-Reynolds Group, a division of TRRG, Inc., a retained international executive search and management consulting firm specializing in the communications, investor relations, and marketing functions based in Pasadena, California.

Since launching The Repovich-Reynolds Group in 1987, Ms. Reynolds has served clients across a broad range of industries, and has also worked with companies ranging from pre-IPO start-ups to *Fortune* 500 corporations, nonprofit and industry associations, and public relations and investor relations agencies.

Leading a team of recruitment professionals – all of whom are former communications and/or investor relations practitioners, Ms. Reynolds has spearheaded senior-level executive search and management consulting assignments on behalf of client companies that include: Activision, Allied Signal, Barclays Global Investors, Blue Cross/Blue Shield, Capital One Financial Corporation, CBS Sportsline.com, Cisco, Coors Brewing Company, Eaton Corporation, Edelman Public Relations, EDS, Exxon Mobil Corporation, Genentech, GoTo.com, Hewlett-Packard, Hill and Knowlton, Inc., Intel Corporation, McDonald's, McKesson Corporation, Nike, Nokia, Standard & Poor's, The Boeing Company, The Limited, Inc., Times Mirror, and Visa USA, among myriad others.

Having been a key influencer of the investor relations profession in the United States, Ms. Reynolds was asked in 2003 to join a distinguished group of the senior-most investor relations professionals in the nation as a member of the National Investor Relations Institute's (NIRI) Senior Roundtable Forum. She also participates in NIRI's Center for Integrated Communications, which is a research task force designed to evolve the investor relations profession for the future evolution of the function for corporations worldwide.

A dynamic lecturer, keynote speaker, media expert on employment issues, and frequent contributor to global professional journals and newsletters, Ms. Reynolds has been featured on CNBC's "Power Lunch", CNN-TV, CNNfn, Bloomberg TV, Fox News' "Your World with Neil Cavuto," Fortune.com, and

myriad other TV network affiliate broadcast news programs, and in the *Atlanta Journal Constitution*, *Chicago Tribune*, *Dallas Morning News*, *New York Post*, *San Francisco Chronicle*, *Washington Post*, *The Wall Street Journal*, and *Investor's Business Daily*, among other major publications. Ms. Reynolds was also the creator and producer of "Navigating Your Career," a live, call-in radio show she hosted on Phoenix's largest all-talk radio station in the late 1990's.

In addition, Ms. Reynolds copyrighted, "Hiring The Intangibles: Benchmark Core Criteria for Evaluating Candidates," a methodology she developed that imparts her philosophy for assessing candidates based on the intangible qualities they possess. She also is author of the book, *Be Hunted! 12 Secrets to Getting on the Headhunter's Radar Screen*, and is a contributing author to the book, *Navigating Your Career*, in which she wrote the chapter, "How to Take Charge When a Headhunter Calls," both published by John Wiley & Sons, Inc., the country's largest business book publisher.

Prior to launching The Repovich-Reynolds Group, Ms. Reynolds had tenure at Hill and Knowlton, Inc., a leading international public relations and public affairs firm, serving first in account management, and subsequently in human resources and recruitment capacities. She joined the firm as an Account Supervisor in its Consumer Marketing Division in Los Angeles, providing strategic public relations, public affairs and marketing counsel to global consumer products clients, and overseeing new business development. Ms. Reynolds was recognized for her skill in hiring and mentoring teams of professionals that developed into top talent at the firm, which led to her promotion to the firm's first Director of Domestic Executive Search for Hill and Knowlton, Inc.

She was subsequently promoted to serve as Director of Human Resources for the firm's Western U.S. region. Ms. Reynolds designed and launched both the executive search and human resources functions as pilot programs for this world-renowned communications firm.

Ms. Reynolds' earlier experience in communications management includes serving as Southern California Public Relations Director for United Cable Television during the peak of cable franchising in the greater Los Angeles area; and, Press Deputy for former Los Angeles City Councilwoman Pat Russell. She has a Bachelor of Arts degree in Broadcast Journalism from the University of Southern California in Los Angeles.

An active member of the National Investor Relations Institute, the Public Relations Society of America, and the International Association of Business Communicators, Ms. Reynolds is on the Board of Trustees of Westridge School in Pasadena, California, a past member of the Board of Directors for the American Cancer Society, and a past member of the Board of Directors of The City Club of Bunker Hill.