



C.L. CONROY, APR
PRESIDENT

C.L. Conroy is a 30-year veteran in marketing, public relations and advertising. Before forming the company 20 years ago, she worked at several of Miami's top public relations and advertising agencies. Ms. Conroy has designed and implemented campaigns for international, national and regional clients in the consumer products, retail, entertainment, banking, corporate business, non-profit, travel and tourism, education, aviation, real estate and health care fields.

She has handled marketing and public relations campaigns for a number of clients. Some of these include The Minute Maid Company, Coca Cola, PBS&J, the Taubman Company, Rinker Materials Corporation, Florida International University, University of Miami, Jamaica Tourist Board, The Falls, Dolphin Mall, Air Jamaica, Sandals and Beaches Resorts, Cirque du Soleil, American Red Cross, Miami Seaquarium and many others.

Previously, Ms. Conroy was Vice President of Public Relations for a multi-million dollar advertising agency. She was an account executive with Hank Meyer Associates, who was then the largest P.R. firm in the southeast United States. Ms. Conroy also served in several in-house marketing capacities for the non-profit, AMI-owned Parkway Regional Medical Center and Hialeah Hospital.

Ms. Conroy is on the board of Teach For America's Miami-Dade Board of Advisors, a Trustee of the Greater Miami Chamber of Commerce and Chair of the Senior Executive Orientation Committee. She serves on the Orange Bowl Committee and is on the Board of Directors for Carr Four, providing supportive housing for the formerly homeless. She is a 9- year member of the American Red Cross Spectrum Awards for Women Committee and is past president of the Public Relations Society of America, Miami Chapter. She is a member of the Greater Miami Convention and Visitor's Bureau, The Beacon Council, the Junior League of Miami, and the Vizcayans. A Miami native, Ms. Conroy has a bachelor's degree in journalism from the University of Florida.