

Insight on Coaching – Guest Bio

MYRA JOLIVET

*Chief Communication and Marketing Officer, American Red Cross
of Greater Los Angeles*

Introduction

Myra Jolivet is chief communication and marketing officer of the American Red Cross of Greater Los Angeles. An experienced communications professional, Myra has worked in the non-profit, public and private sectors, and formerly served as the company spokesperson for Shell/Texaco, where she co-authored the corporate crisis communications policy for this \$50 billion company.

Experience

Myra's wide-ranging career has included the following:

- Served as Assistant Director of Communications under former City of Houston Mayor Kathy Whitmire
- Former Director of Communications for Houston's (current) Mayor Bill White for whom she also served as Communications director during the mayoral campaign
- Served as the Director of Media Relations for the Houston Police Department.
- She was a company spokesperson for Shell/Texaco, JV & co-authored the corporate crisis communications policy for \$50 billion company
- On-air talent at KHOU-TV, the CBS affiliate in Houston for three years. During her time there she also oversaw special projects, and created two Emmy Award-winning specials.
- In addition to KHOU, worked for 5 television stations and the national broadcasting organizations, Black Entertainment Television and the internet broadcast, EnergyNewsLive.

Education

- Radio & Television, BA, University of Louisiana, Lafayette
- Currently pursuing MS in Marketing, Golden Gate University, San Francisco
- Course work, Non-profit Management, Duke University

Professional Affiliations, Publications and Recognition

- Mayor's Blue Ribbon Panel for Municipal Access Television
- Teach for America
- The Variety Club International
- Houston Symphony
- Mental Health Association of Greater Houston
- Texas Council on Family Violence
- ESCAPE Family Resource Center
- National Association of Black Journalists
- Member, International Association of Business Communicators