



ELAINE M. LYERLY
President and CEO

Professional Experience:

Elaine Lyerly co-founded Lyerly Agency on November 7, 1977. Over the years, she has become a widely respected and

sought after brand strategist and has amassed years of experience in all aspects of brand development and communications. Elaine believes strong brands are essential to building bottom-line value and customer loyalty and works to help businesses achieve this. She has advised hundreds of companies in various industries and has led numerous strategic research and integrated marketing assignments. In addition, Elaine has extensive experience in marketing, advertising, corporate communications and public relations including crisis management and media training. She has coached executives of all levels to become powerful public speakers and adept at dealing with the media.

Management Experience: Beyond helping other executives market their business interests, Elaine has actively and effectively planned for the long-term success of Lyerly Agency. Recognized consistently by industry peers, Lyerly Agency has been honored with many awards for the firm's creativity and strategic prowess, including "Best in North Carolina" for two consecutive years, several of the much-coveted ADDY Awards, international Davey Awards and the International Award of Excellence from the Web Marketing Association.

The agency has also received numerous gold, silver and bronze awards by the Business Marketing Association of the Carolinas. In addition, Lyerly Agency was also honored with the title of "Best Places To Work" by the *Charlotte Business Journal* and earned its fourteenth consecutive "Family-Friendly Award" by *Carolina Parent* magazine.

Civic Involvement: Whether it's serving in a leadership role to guide organizations or contributing as a volunteer on a committee, Elaine has actively given her time and talents to a variety

of non-profit organizations on a local, national and international level by participating, innovating, creating or donating for the betterment of others. She has travelled in underserved countries including Kenya, South Africa and Haiti to understand and review the humanitarian work of the Red Cross and Red Crescent Societies.

Some of her activities past and present include:

- **American Red Cross**, National Vice Chair of Board of Governors, Executive Committee, National Convention Chair, National Chair of Public Support: Fundraising, Communications and Government Relations, Co-Chair National Task Force on Non-Episodic Fundraising
- **Red Cross Tiffany Circle International Council**, Chair and Past National Chair of Tiffany Circle - the most successful major gift program in Red Cross history
- **Red Cross International Movement Committee**, Former Council Member
- **Women's Impact Fund**, Founding Board Member and Past Board Chair
- **Childcare Resources**, Past Board Chair
- **Bank of North Carolina**, Former Board Member
- **First Trust Bank**, Founding Board Member
- **CPCC**, President's Council
- **Daniel Stowe Botanical Garden**, Board of Visitors
- **WTVI PBS Charlotte**, Board of Advisors
- **Professional Speaker**
- **Numerous non-profit boards**

Personal Achievements:

- **Harriman Award for Distinguished Volunteer Service**, Highest National Award by American Red Cross
- **Charlotte 20 Dynamic Women**, *U.S. Airways Magazine*
- **Volunteer Fundraiser of the Year**, Association of Fundraising Professionals
- **Women In Achievement Award**, *Charlotte Business Journal*
- **Schley Lyons Circle of Excellence Leadership Award**
- **ACE Award for Communications Excellence**, Women in Communications, Inc.
- **Woman Business Owner of Year Awards**, National Assoc. of Women Business Owners, Queens University and Charlotte Chamber



