

**The Art of Communication** – Kimberly Pace explores how to enhance and improve your leadership and team communication style.



**Kimberly Pace**

Kimberly Pace is a clinical professor at Vanderbilt University's Owen Graduate School of Management, where she teaches courses in leadership communications and public relations.

Pace uses her formal training in the performing arts to bring a unique perspective to business education and practice.

According to Pace, "In business, every time we communicate, we are performing. Effective managers are always 'on' - aware of their audience and communicating in the way that makes the biggest impact. One of the most

valuable tools for the success of a person's business career is the ability to communicate effectively and authentically."

Before joining Vanderbilt, Pace served in marketing and communications roles for two international faith-based non-profit agencies located in Nashville. She designed integrated communications marketing strategies, and managed a staff of 17 people responsible for \$20 million in revenue. She was also a communications consultant, who led communication audits, launched a national TV branding campaign, was a keynote speaker, and taught branding and public relation seminars for professional communicators.

Pace also served as the executive director and "on-air talent" for a radio and television program aired on Fox, CBS and NBC in 7 states to 5.5 million homes. She directed and produced the broadcasts, interviewed guests, and trained other on-air hosts.

Pace's focus outside the classroom is training executives in "personal branding" and offering master classes for effective presentations. She seeks to help executives understand the unique value they bring to the company, to their staff, to clients, and to customers. She says, "It's important that we identify our own brand, and design a personal branding plan that helps people understand who we are even before they meet us, when they meet us, and after they've met us."

Pace received a master's degree in music from Shenandoah University's Conservatory of Music in Winchester, Tenn., and a bachelor's degree in vocal performance from Millsaps College in Jackson, Miss. In her free time, she performs in musicals, travels, bikes and plays the piano.