



Bio for Pam Roach

Pam Roach is an energetic executive consultant and entrepreneur with over 17 years of public and community relations experience. Her career encompasses a diverse set of experiences working with public, private and nonprofit sector organizations to build trust in communities where they operate.

Pam Roach Public Relations is a professional consulting firm specializing in strategic public relations planning, community relations, corporate community involvement strategies, and media relations. Roach helps her clients:

- bridge communication gaps
- earn stakeholders' trust
- build employee loyalty
- promote responsible business practices
- enhance corporate reputation

Throughout her career, Roach has been committed to transparency in affecting community change. That's why her clients have included:

- Nonprofit and community organizations
- Lenders
- Private Foundations
- Small and middle market companies
- Private sector corporations

Prior to forming Pam Roach Public Relations, Roach provided PR and capacity-building services exclusively to advance the economic and community-development initiatives for public, private and nonprofit sector organizations. Types of projects included:

- Multi-sector partnerships to provide affordable housing for seniors
- Multi-sector partnerships to provide homeownership programs to first-time homebuyers
- Human service programs (teen pregnancy, ex-offender re-entry)
- Small business loan programs
- Workforce development programs
- Academic achievement programs
- Capacity-building for nonprofits in Dallas, Fort Worth, Houston & Austin, Texas
- Board training

EMPLOYMENT HISTORY:

Roach is also the former the director of marketing and community relations for the 6th largest law firm in Tarrant County, Hill Gilstrap, P.C., and former director of community outreach for the historic Mount Olive Baptist Church of Arlington.



- President/CEO, *Pam Roach Public Relations*, 2007 - present
- President, *HopeWorks Consulting, Inc.*, 2003 - 2007
- Director of Marketing & Community Relations, *Hill Gilstrap, P.C. Attorneys*, 2000 - 2002
- Director of Marketing & Community Relations, *Hill Gilstrap Harris & Potthoff Consulting*, 2000 - 2002
- Director of Community Outreach, *Mount Olive Baptist Church Ministries*, 1996 - 1999
- Program Director, *Arlington New Beginnings*, 1999 – 2000
- Director of Fundraising, *Metro Christian Academy*, 1996 - 1999

EDUCATION

- Bachelor's of Arts in Communications, *University of Texas at Arlington*

COMMUNITY LEADERSHIP

Appointed by Arlington Mayor and City Council members, Roach has served on numerous boards and commissions:

- North Texas Super Bowl XLV Host Committee Board of Directors, 2008 - 2011
- Arlington Convention & Visitors Bureau Board of Directors , 2005 – 2009 (Board Chair from 2007 – 2009)
- Arlington Planning & Zoning Commission 1999-2005, (vice chair 2003 – 2005)
- Neighborhood Revitalization Strategy Area Steering Committee, 1999
- Capital Improvements Advisory Committee, 1999-2005
- Citizens Bond Campaign Committee, 2003
- Central Sector Leadership Planning Committee, 1998- 1999

State-Level Appointments

At the state level, Roach was appointed by Texas Railroad Commission Chairman, Michael Williams, to serve on the *Alternative Fuels Advisory Committee*. 2000 - 2002

COMMUNITY SERVICE AWARDS

Roach has received a number of civic awards in recognition of her commitment to community service:

- City of Arlington's 2009 Volunteer of the Year
- *City of Arlington Mayoral Proclamation designating "Pam Roach Day, June 23, 2009"*
- *Adam Clayton Powell Heritage Award for Public Service*, presented by the NAACP Arlington Chapter in 2005
- *Woman of the Year*, presented by the Arlington Alpha Kappa Alpha Sorority, Inc., 1999



- *Woman of the Year*, presented by Mount Olive Baptist Church, 1999
- *Appreciation Award*, presented by Metro Christian Academy, 2000

COMMUNITY INVOLVEMENT:

- Arlington Chamber of Commerce Board of Directors, 2005 – 2009
- Arlington Redevelopment Corporation Board of Directors, 2005 – 2007
- *Arlington Star Telegram*, Editorial Board 2004
- Fannie Mae’s D/FW Advisory Council (2003 - 2005)
- Metropolitan Classical Ballet Board of Directors, 1999- present
- John Peter Smith Hospital’s Partners Together for Health Network (Foundation for JPS Hospital Network), 2001- 2007
- City of Arlington Police Department’s, Citizens Advisory Board, 1997 – 2000
- Arlington Human Service Planners Coordinating Committee (AHSP) 1997-2000
- Affordable Housing Task Force, Arlington Housing Authority & AHSP, 1999 -2000
- Facilitator and Aging Issues Task Force, Arlington Human Service Planners (AHSP) 1998-99

PROFESSIONAL MEMBERSHIPS

- Public Relations Society of America (PRSA), 2001 - present
- American Planning Association, 1999 - 2004