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## STEVEN S. SMITH

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stevesmithwriting.com

### EXECUTIVE PROFILE

Executive leader with more than three decades of experience strengthening organizations through trusted leadership, executive counsel, and strategic communications. Recognized for building high-performing teams, guiding organizations through periods of change, protecting institutional reputation, and developing leaders who strengthen culture and advance mission.

### EXECUTIVE LEADERSHIP EXPERIENCE

#### **Director of Marketing**

**Ebby Halliday Companies | Dallas, Texas**

#### **Vice President of Marketing**

#### **2012-2026**

Progressively promoted through four leadership positions of increasing executive responsibility, culminating in service as senior marketing executive and member of the executive leadership team.

#### **Selected Executive Contributions**

- Trusted advisor to executive leadership on communications, organizational reputation, crisis response, and executive messaging.
- Built and led an internationally recognized marketing and communications organization supporting more than 2,000 professionals.
- Directed a \$4 million annual marketing investment aligned with organizational strategy and long-term growth.
- Guided executive communications during defining organizational moments, including the passing of founder Ebby Halliday and the COVID-19 pandemic.
- Modernized organizational communications while preserving the heritage of an iconic eighty-year-old brand.

- Developed future leaders through a culture of trust, collaboration, accountability, and continuous professional growth.

**Dave Perry-Miller Real Estate**

Director of Marketing & Advertising for Dave Perry-Miller

**Dallas Morning News**

Senior Advertising Editor

**Dallas Business Journal**

Copy Editor

**Earlier Professional Experience**

Behavioral Health

**Board Leadership**

- Phoenix House Texas, Chair, Development Committee
- Heart of Texas Regional Halfway House, Board Member

**EDUCATION**

Baylor University, Waco, TX, Bachelor of Arts