



Kathleen G. Metts, APR & CMM

Summary of Qualifications

Kathy Metts is President & Principal Owner of Impact Associates, Inc. She is a consultant with 25 years of experience in strategic communication, marketing, collaborative problem solving and decision making, cross-cultural communication, consensus building, and teamwork. She plans and executes high-consequence meetings and events for US officials, international dignitaries, and professional and technical groups. Ms. Metts is the recipient of the Hammer Award from Vice President Al Gore for excellence in reinventing government, and has won national and regional communications awards. She conceived and edited *WaterWorks*, an award-winning book about the cleanup and protection of American waterways.

Ms. Metts was trained in executive and international protocol by noted protocol experts and authors Letitia Baldrige, Dorothea Johnson, and Marjabel Young Stewart. She is a graduate of The Protocol School in Washington, D.C.®, which is associated with the Washington Diplomatic Community for the School for Attaché Training, Defense Intelligence College in Washington. She received a BS in English and journalism from Mississippi University for Women. She is accredited by the Public Relations Society of America (APR), holds Global Certification in Meeting Management (CMM) by Meeting Professionals International, and is certified in the Leadership Multi-Rater Assessment of Personality (LMAP®). Ms. Metts served in leadership roles for non-profit organizations in healthcare, tourism and the arts. She is a member of the Rotary Club of Knoxville.

Work Experience

- Strategic marketer for professional services and technology commercialization business; raised revenues from \$19 to \$54 million in two years.
- Conference manager for GSA SmartPay® Training Conference, a 6,300 person event for the world's largest credit card program.
- Developed and facilitated courses for Baldrige Quality Award-winning corporate university on world-class competitiveness, cross-cultural awareness, successful trade show strategies.
- Managed and edited corporate annual reports and brochures; wrote executive speeches and Congressional testimony; writes and produces corporate identity pieces and collateral materials for events and communications efforts.
- Planned and executed federal swearing-in ceremony and cascading city/employee receptions for Presidential appointee; involved 56,000 employees and 12 separate events in 3 states.
- Designed/delivered cross-cultural training for utility executives and union leaders; resulted in multi-million dollar nuclear business deal with Japan.
- Developed and executed over 650-VIP level itineraries and special events for US officials and ministerial-level officials from the Soviet Union, China, Brazil, Taiwan and other foreign countries. Coordinated with the U.S. Department of State, USAID, FBI, CIA, Secret Service and others.
- Conference manager for 1,000-person international, technical conference for the U.S. Department of Defense.

Work History

1999 – Present	Impact Associates, Inc.	President & Principal Owner
1995 – 1999	Tennessee Valley Authority	Manager, International Business Development
1994 – 1995	Tennessee Valley Authority	Marketing Manager, Clean Water Initiative
1992 – 1993	Knoxville Museum of Art	Director of Development and Public Relations
1988 – 1992	Tennessee Valley Authority	Manager of Media Relations; Mgr, Community Relations
1984 – 1988	Tennessee Valley Authority	Manager of Visitor Relations / Chief of Protocol
1983 – 1984	Tennessee Valley Authority	Communications Manager, Alabama
1979 – 1983	Tennessee Valley Authority	Editor, Speech Writer, and FOIA Official
1977 – 1979	Municipal Daily Newspapers & Associated Press	Reporter