



Trisch L. Smith

Strategic, focused, creative and committed are just a few words used to describe Trisch L. Smith. During her 15-year tenure with the top global PR agency, Smith has managed stakeholder outreach, strategic positioning, reputation management and public affairs campaigns for a host of Fortune 500 corporations, non-profits and associations seeking to engage a broad spectrum of stakeholders, including Chevron, Toyota, Starbucks, United Negro College Fund, United Way of America and Walmart, among several others.

Smith also helps lead the firm's award-winning Multicultural client practice. She provides senior counsel to a wide range of organizations to protect, promote and evolve their brands and effectively engage diverse thought leaders, media, academics, elected officials and consumers.

In January 2015, Smith was appointed to serve as the company's first Managing Director of Diversity and Inclusion. In this role, Smith partners with leaders across all offices, practices, sectors and HR to guide Edelman's organizational structure and programming surrounding diversity and inclusion. Smith oversees D&I training and development efforts, diversity recruitment, external partnerships and overall engagement strategy to ensure Edelman's workforce reflects the increasingly diverse marketplace.

In addition to her professional responsibilities, Smith sits on the Board of Directors of the National Black Child Development Institute, Color Comm: Women of Color in Communications, and the corporate advisory board of Mentoring USA. In 2014, she was appointed to the Maryland Public Broadcasting Commission by MD's former governor. She is a proud member of Alpha Kappa Alpha Sorority, Inc. and is a licensed A.M.E. minister.

Smith's professional and community efforts have been recognized by many. She received the 2014 Color Comm Circle Award as one of the top women of color in communications and was named a Dream

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Keeper by Planned Parenthood in February 2015. In March 2016, she was featured as one of the top 100 Most Influential Blacks in Corporate America in Savoy Magazine. In May 2016, she was recognized in the Upstanding 100 list for top diverse executive leaders globally.

A strong advocate of education, she earned a master's degree in broadcast journalism from the University of Maryland, College Park and a bachelor's degree in communications from Morgan State University in Baltimore, MD.