



## THE MW IN MWPR | BIO

**MONICA WOOD** is President/Owner of MWPR, Inc., a full-service woman-owned/operated Public Relations consultancy, offering comprehensive experience in strategic communications, and public and media relations. MWPR, Inc. specializes in sports PR, diversity marketing, community outreach, brand development and crisis/reputation management. The firm currently has a presence in both Maryland and North Carolina.

Before launching her firm in 2004, for five years Wood worked for Golin/Harris, an international public relations firm where she co-managed the McDonald's account – one of GH's largest and longest tenured Corporate Consumer clients as account group supervisor. Wood also played a key role in the development of GH's Diversity Specialty Practice and has extensive experience in reaching the African-American market through earned and paid media relations efforts.

Prior to joining GH in 1999, as a senior account executive, Wood built a career managing marketing programs, communications and special events for major retailers, publishing and advertising companies, including The Rouse Company headquartered in Columbia, MD and, The AFRO-American Newspaper Company headquartered in Baltimore, MD. As director of promotions and charities for the AFRO, Wood developed and executed promotions and marketing campaigns highlighting the AFRO's rich history within the African American community to its readers as well as the general market. In December 1997, *Presstime* Magazine recognized Wood in their annual special edition as one of "20 Under 40". This national recognition highlights the accomplishments and contributions made by 20 professionals under the age of 40 to the newspaper industry.

As promotions director, she created, produced and hosted the AFRO's weekly public affairs talk show then called "AFRO Tuesday Edition" on Morgan State University's radio station WEAA 88.9 FM. In April 2006, Wood returned as host of the weekly radio show until January 2007. June 2007, she was recognized by the National Association of Negro Business and Professional Women's Club, Inc. as their 2007 "Distinguished Service" award recipient.

Wood is also founder and managing partner of OFF-THE-FIELD BRANDING™ Professional | Personal Management, LLC. A joint partnership with Visionary Financial Strategies, Inc., the firm's main objective is improving, enhancing and extending the life of the professional athlete's brand through to retirement; thus, positioning them for a secure future... professionally, personally and financially.

Wood has been invited to speak or conduct workshops on all facets of PR by several national professional and community organizations including the National Council of Presidents (*Presenter* in Washington, DC 2008), National Black Public Relations Society Annual Conference (*Panelist* in Chicago 2007); Alpha Phi Alpha Fraternity, Inc. Annual National Convention (*Workshop Presenter* in Orlando 2007 & Kansas City 2008); and, Morgan State University Earl Graves School of Business "Entrepreneurial Series" (*Featured Series Speaker* in Baltimore 2005).

A third generation graduate of Morgan State University, Wood holds a Bachelor of Arts degree in Speech. She is a member of The Association for Women in Sports Media, The National Association of Female Executives, National Association of Black Journalists and Alpha Kappa Alpha Sorority, Inc. Wood resides in Charlotte, NC.