

# MEI-MEI CHAN KIRK

Retired Media Executive

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## **SUMMARY: Dynamic, innovative leader who excels in transforming individuals, teams and organizations, elevating performance and accelerating change.**

- ◆ Strategist who sets the course and translates vision into tactical execution
- ◆ Creative problem solver adept at probing and diagnosing core issues
- ◆ Collaborative team-builder who ignites results-oriented environments

## **EXPERIENCE**

### **Florida President, Gannett East Group**

**August 2013-June 2015**

Regional president for the Gannett Company, the national leader in newspapers, broadcast and online. Oversaw four Florida papers--Fort Myers, Brevard, Pensacola and Tallahassee—achieving best-of-class metrics. Developed a “Florida Network” approach to maximize talent and resources, leverage the combined scope of four major institutions, unite key departments of news, advertising, digital and marketing to strategize holistically on building audiences.

### **President and Publisher, The News-Press Media Group**

**March 2010-June 2015**

Over five years leading the oldest business in Lee County to reinvent and reinvigorate to meet new market demands and technological opportunities.

- ◆ Revitalized the 130-year-old brand via strategic positioning, performance enhancement and community engagement
- ◆ Served as a catalyst to galvanize regional leaders around education, workforce and economic development
  - Created Workforce Now, a unique collaboration among FGCU, FSW and Hodges researchers to identify workforce needs
  - Helped establish the Southwest Florida Economic Development Alliance as a champion and founding board member

Recognitions during this period include:

- One of three finalists for Gannett manager of the year for 2014
- Glass Ceiling Award, National Diversity Council Florida Women's Conference, March 2014
- Apex Award from the Fort Myers Chamber of Commerce's Women in Business, 2013
- Senator's Award from Florida state Sen. Mike Bennett and Sen. Lizbeth Benacquisto for igniting regional engagement around education as an economic driver, 2012
- Corporate person of the year; The Estero Chamber of Commerce, 2012
- Individual Diversity and Leadership award, Gannett, 2012
- Named one of the 100 outstanding journalists of the past century by Unity: Journalists of Color, 2012
- President's Ring: one of 10 Gannett publishers honored for 2010

Over 13 years at The Seattle Times:

- ◆ Had responsibility for business units of up to 700 employees, \$40 million in expenses and over \$200 million in revenue
- ◆ Led the Circulation department to best of class, earning recognition as Sales Executive of the Year for large papers from the Newspaper Association of America in 2002
- ◆ Managed through the industry's last major newspaper strike in 2000, publishing and delivering each of the 49-day action by the Pacific Northwest Newspaper Guild

**Vice President of Advertising and Consumer Marketing, 2008-2010**

**Vice President of Advertising, 2005-2008**

**Vice President of Circulation, 1999-2004**

**Director of Circulation, Dec. 1997-1999**

**Manager of Strategic Initiatives, June 1997-Dec. 1997**

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| <b>Executive Editor, Post Register, Idaho Falls, ID</b>              | <b>1993-1997</b> |
| <b>Assistant Metro and Deputy Features Editor, Chicago Sun-Times</b> | <b>1990-1993</b> |
| <b>Associate Editor, USA Weekend magazine, Arlington, VA</b>         | <b>1988-1990</b> |
| <b>Reporter, USA TODAY, Arlington, VA</b>                            | <b>1982-1987</b> |
| <b>Reporter, The Commercial-News, Danville, IL</b>                   | <b>1981-1982</b> |

## **EDUCATION**

Center for Creative Leadership, Developing the Strategic Leader, Colorado Springs, CO, 2008

Adjunct instructor in graduate studies at Medill School of Journalism at Northwestern, 1993

Maynard Institute's Management Training Center at Northwestern University, 1992

University of Illinois, Champaign, B.A. in communications, 1981

## **AFFILIATIONS**

- ◆ Florida Gulf Coast University Lutgert College of Business, Advisory Board, 2011-2015
- ◆ Southwest Florida Economic Development Alliance, founding board member, 2013-2015
- ◆ The Voice of Business of the Consortium of Florida Education Foundation, 2012-2014
- ◆ Lee County Horizon Council task force chair, 2011-2015
- ◆ Naples Chamber of Commerce, 2011-2015
- ◆ Imagine Solutions Advisory Board, 2011-2015
- ◆ PACE statewide board of trustees, 2011-2014
- ◆ American Society of News Editors (ASNE) leadership in diversity facilitator, 2011-12
- ◆ Seattle Theater Group, board member, 2008-2010
- ◆ National Association of Minority Media Executives Chair, 2005-07; Board member, 1999-07
- ◆ Leadership Eastside in Puget Sound, Vice Chair of Marketing, 2004-2007
- ◆ National Advisory Board, Poynter Institute, 2001-2006
- ◆ Pulitzer Juror, Features Writing, 1995
- ◆ Asian American Journalists Association: Founding president, Washington D.C. chapter, 1985; National Vice Chair for Print, 1986-1991

## **SELECT PRESENTATIONS/WRITINGS**

- ◆ FGCU commencement speech: <https://meimeikirk.wordpress.com/2015/12/14/exhilarating-graduates-anthem/>
- ◆ <http://www.meimeikirk.com/leadership>