

PRESS RELEASE

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L. Kim Kimbrough Biography



Mississippi native Kim Kimbrough has been a marketing communications manager at a Fortune 500 company, an investigative reporter, an ad agency copywriter, a marketing director at a major sports facility, an entrepreneur, fiction writer and waitress.

She lauds being a non-conformist, eschewing societal and professional expectations on her career path and in the process, has made her family absolutely crazy.

Currently, she is the Chief Marketing Officer at Fournier Learning Strategies.

Kimbrough's Brush with the Law

After graduating from Mississippi University for Women with a bachelor's degree in journalism and broadcasting, Kimbrough launched her professional career as an investigative journalist with the New York Times Syndicate (NYTS) chain of daily newspapers.

While with NYTS, she won numerous awards for her reporting, photojournalism and writing including a first place investigative news honor from the Mississippi Press Association. One of her first assignments was covering a strike at a Kimberly-Clark plant. While interviewing picket line workers, Kimbrough was threatened by a Sheriff's Deputy attempting to stop her from reporting on the event. He pointed a shotgun at her and tried, unsuccessfully, to confiscate her camera and film.

Kimbrough also covered numerous court cases including a high profile murder trial of two brothers who were convicted of a racially motivated killing. Her reporting on the trial ran in newspapers nationwide via the Associated Press.

Kimbrough loved investigative reporting but was disheartened by the rise of advocacy on the front pages of papers and the fall of impartiality in reporting, even at her own paper, so she returned to college for a master's degree in advertising and public relations from the University of Southern Mississippi.

After graduating from Southern Miss, she became the first female to run the motorsports marketing communications program at Allied-Signal (now Honeywell). She loved living in Providence and New England but the lure of the South was too strong so she returned to become the marketing director at Memphis Motorsports Park, helping to develop it as one of the premier racecourse facilities in the country.

Her varied career includes a stint as the advertising and public relations director for Cellular One in Atlanta and as a senior copywriter and public relations manager at three of the top advertising agencies in Memphis.

Kimbrough's Second Brush with the Law

Kimbrough has a second master's degree in radio, television and film from the University of London. While at the University of London, she studied at Great Britain's famed Pinewood Studios under filmmaking experts including famed actor and director, Sir Richard Attenborough.

Kimbrough wrote her thesis while at the University of London on the controversial PBS documentary *Death of a Princess*, a film about the 1977 execution of a Saudi Arabian princess for adultery, which was banned after one showing in the United States. As part of her thesis, Kimbrough produced a mini-documentary about the ban, which was confiscated by British and U.S. state department officials.

Kimbrough's Theatrics

In high school, Kimbrough took to the community theatre stage, starring in productions of *Cabaret* in the role of the Emcee and as *Minnie Pearl* in *Hee Haw*. She was a staff writer, following in her mother's footsteps, for her high school newspaper, *The Warrior*. And accomplished athlete, Kimbrough was on her high school track, tennis and basketball teams.

Kimbrough's Private Life

Kimbrough sleeps on the edge of a queen-sized bed occupied by one Rat Terrier and three Jack Russell Terriers, Gina Lollobrigida, Bonnie Raitt, Franklin D. Roosevelt and Boy George.

Kimbrough's Education

- 1984 - University of London – King's College, Master's Specialist in Radio, TV and Film
- 1983 – University of Southern Mississippi, Master of Science in Advertising and Public Relations, School of Communication
- 1980 – Mississippi University for Women, Bachelor of Science in Journalism and Broadcasting, School of Communication