



Paula Thornton Greear

Paula Thornton Greear is a seasoned marketing communications and relationship management executive with extensive experience in applying strategic planning, project management and creativity to deliver clear, concise communication solutions to meet stakeholder needs. Over the course of her career, she has supported business objectives for leading non-profits, as well

as Fortune 100 companies and their respective foundations.

Drawing on her diverse sector background, Paula is an expert in creating integrated, multi-disciplinary communications programs. An acclaimed speechwriter, she has extensive experience composing remarks and opinion-editorials for C-suite executives of some of the nation's foremost organizations.

This summer, she stepped into the role of president and CEO of Planned Parenthood of Michigan, at a pivotal and visible time.

Prior to this role, Paula spent four years for Planned Parenthood of Illinois, where she was the chief external affairs and reputation management officer. Under her leadership the Illinois affiliate expanded its patient base.

Previously, Thornton Greear worked for the Chicago Urban League, which aims to achieve equity for Black families and communities; Feeding America, a Chicago-based hunger relief organization; as a consultant working on early childhood education and anti-poverty projects; and in corporate communications for large companies such as Target and Motorola.

Importantly, the overarching focus of her expertise is to achieve enhanced stakeholder engagement, organization and executives' reputation management, and the efficient achievement of defined business goals. She has been responsible for the development and execution of global philanthropic strategies, executive positioning plans, as well as key initiatives targeting corporate, non-profit, policy, influencers, employee and consumer audiences. As well, she has developed and promoted innovative external and internal marketing communications initiatives ranging from advocacy campaigns and fundraising initiatives to product launches, branding, mergers and acquisitions, to entering new markets in the U.S. and abroad.