



Brett A. Pulley
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Brett A. Pulley is an executive vice president, director of corporate content and senior media strategist at Weber Shandwick, one of the world's leading communications firms. His work includes writing op-eds and speeches for corporate executives, issues and crisis management, developing communications marketing content, and overseeing various other content-related projects.

A veteran journalist, author and educator, he most recently served as dean of the Scripps Howard School of Journalism and Communications at Hampton University, a 148-year-old historically black university in southeastern Virginia, with nearly 5,000 students. In that role, he operated a school with 400 student majors and managed a faculty and staff of 25. After assuming the deanship in 2012, Pulley introduced several initiatives to the Scripps Howard School, including a Center for Innovation in Digital Media, a national symposium on diversity in digital media, a business and financial newsroom, an evening television and radio news program produced by students, a new lecture series and new television productions, and a magazine for Scripps Howard alumni. He raised more than \$1 million in gifts and grants, enhanced facilities inside the school, and increased freshmen enrollment an average of 10% each year. Under his leadership, an advisory board comprised of global media leaders was established, and student internships and job placements at global media companies more than doubled. In 2014, he guided the Scripps Howard School through a successful reaccreditation conducted by the Accrediting Council on Education in Journalism and Mass Communications.

Prior to becoming dean at Hampton, Pulley spent three years covering the media and entertainment industries at Bloomberg L.P., the global information services, news and digital media company. His work there appeared regularly on the company's wire service and website, and inside Bloomberg BusinessWeek magazine. He also appeared frequently on Bloomberg Television, providing commentary and insight into media industry news.

Formerly a senior editor at Forbes Magazine, Pulley authored many cover stories for the magazine on topics ranging from the legendary Hollywood studio Metro-Goldwyn-Mayer, to the entertainment giant, The Walt Disney Co. Prior to joining Forbes in 1999, Pulley spent five years at The New York Times, as a national correspondent, and as a local reporter covering politics and economic development. His work at The Times was nominated for a Pulitzer Prize. Pulley also spent five years as a correspondent at The Wall Street Journal, where he was based in Chicago and New York, covering the airline industry and national urban affairs.

Brett A. Pulley (cont'd)

Pulley has served as the president and chief executive officer of NewYork.com, an internet company dedicated to tourism and entertainment. In this capacity, he was responsible for a website with over 150,000 visitors and 500,000 page views each month, providing hotel and restaurant reservations, transportation services, tours, and tickets to concerts, Broadway shows and sports events.

He has received numerous journalism awards, including two first place annual prizes from the National Association of Black Journalists. Pulley has appeared frequently as a guest on television programs, providing commentary and insight on media and entertainment industry issues. He has appeared on CNN, CNBC, and MSNBC, and has discussed the finances of celebrities on Entertainment Tonight, Showbiz Tonight, Inside Edition, Access Hollywood, CBS's "48 Hours," and NBC's "Dateline."

A native of Washington, D.C., Pulley has a bachelor's degree from Hampton University, and a master's degree in journalism from Northwestern University. He is on the board of The Bridge Golf Learning Center in New York, and on the advisory board of Trace USA, a global urban media company. He served for several years as a member of the board of trustees at Hampton University, and is a member of the board of The Andre Gist Memorial Scholarship Foundation. Pulley is the author of "The Billion Dollar BET" (John Wiley & Sons, April 2004), a book that takes an in-depth look at Black Entertainment Television and its founder, Robert L. Johnson. Pulley lives in New Jersey, with his wife, Stacey. They have two daughters, Zoe and Blake.