
TEAM BIOS

PATRICE SAMARA

EXECUTIVE DIRECTOR STRATEGIC COMMUNICATION

Emmy® award-winner, Patrice Samara, brings to Unison over twenty years broad-based expertise in communications, public relations, marketing, and entertainment. She has worked on every continent in the public and private sectors, is highly trained in international protocol, and has been an NGO representative to the United Nations. Her practice also extends to the areas of public education and crisis communications in the areas of political uprisings and earthquakes. Patrice has worked extensively on projects in the Middle East and Africa.

A hands-on leader, she takes a proactive approach in managing the strategic direction of campaigns, projects, and programs. In order to meet the needs of an increasingly integrated, rapidly changing information-media environment, her ability to provide unerring direction and creative strategies has earned her a reputation as one of the world's top management leaders. Well known for her vision, integrity and commitment to excellence, Ms. Samara has been recognized by her peers with industry awards and by the global press. Having won over one hundred international awards for creativity and excellence, including thirty Cine Golden Eagles and two Parent's Choice Awards, she has produced a myriad films, videos, television programs, interactive media, and global special events.

Ms. Samara is also a specialist in strategic planning and learning/performance improvement for non-profits, associations, and the Fortune 500. Spanning every industry sector for leading organizations around the globe, Ms. Samara has worked with American Express, Anheuser Busch, AT&T, Avon, Cablevision, CBS, Chase Bank, Eastman Kodak, Ernst & Young, Forbes, General Electric, GTE, Halliburton, Henson Organization, IBM, Kingdom Of Bahrain, Kraft Foods, Learning International, Middle East International Film Festival, Minolta, Philips Consumer Electronics, Parade Magazine, Pfizer, Prudential Securities, Schering Plough, Sesame Street, Smithsonian Institution, Stora Paper, Time, Time Warner, Vogue, Wall Street Journal, Walt Disney, and Xerox. She also consulted the earliest forms of electronic communications working on highly classified development projects with IBM, GTE, and Philips.

In the not-for-profit sector, she has worked in senior capacities with Advanced Network and Services, American Cancer Society, Children's Aid Society, Cosmetic, Toiletry and Fragrance Association (CTFA), The Garland Appeal, Housatonic Valley Association, International Faith-Based Foundation, National Truancy Prevention

Association, Newspaper Association of America, Paul Robeson Foundation, PBS (Public Broadcasting Service), Program on Corporations, Law and Democracy (POCLAD), Project Legal Lives, Youth Advocacy Program International (YAPI), United Nations, US Athletic Trust, US-China Educational Trust, and the United Way.

Ms. Samara was educated at New School University, the Michelangelo School of Language in Florence, Italy and New York University's Nonprofit Marketing Program. She serves on several charitable boards concentrating on education and equality for women and children. Her work has been published world-wide in the Times of London, US Magazine, Hamptons Magazine, International School, and recently received international recognition as the author of the Parents 10 Point Defensive Guide to Children's Safety on the Internet.

