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## Christina Lovio-George

Christina Lovio-George, founder and president of lovio|george|inc, is a leading communications professional, whose more than 25 years of experience spans political campaigns, destination marketing and economic development. Lovio-George led the campaign marketing the yearlong celebration of Detroit's 300<sup>th</sup> birthday – Detroit 300 and the 35<sup>th</sup> Ryder Cup Matches in 2004. Currently, she is guiding the campaigns for the Detroit Super Bowl XL Host Committee, Exhibit Works, The Parade Company and the Detroit RiverFront Conservancy.



She founded lovio|george|inc twenty-five years ago, in a 1904 building located in the heart of Midtown Detroit, at a time most businesses were leaving the city. Starting the business with just herself and one additional employee, Lovio-George now leads a large group of communication professionals out of that same building, now completely restored. Now a leader amongst Detroit and regional public relations and marketing agencies, lovio|george|inc services clients in all fields, including travel and tourism, retail, entertainment, special events, non-profit, professional services and destination marketing.

Lovio-George is committed to the city of Detroit, serving on committees for the Southwest Detroit Business Association, the Henry Ford Hospital Board of Trustees, the JFK Small Business Caucus, the Detroit Sports Commission Board, the Advisory Board of Detroit Synergy, the Sister to Sister: Everyone Has a Heart Foundation, and the CreateDetroit Board of Directors & Trustees. She was the first woman to serve as the Chairperson for the Detroit Metropolitan Convention & Visitors Bureau, and currently serves as a member of the Executive Committee and Board of Directors, a member of the Image Tag Team of the Tourism Economic Development Council, Chair of the Michigan Sports Hall of Fame Marketing Committee, and a member of the Communication Action Team for the Detroit Super Bowl XL Host Committee. Lovio-George recently received the Small Business Achievement award at the Michigan Business & Professionals Association's annual Women and Leadership in the Workplace conference.

Lovio-George also participates in a number of professional organizations, including the Adcraft Club and the Public Relations Society of America. Recognized for her outstanding work in the marketing communications industry, she has been named one of the 2002 "Michigan's 95 Most Powerful Women" by Corp Magazine, 1998 "Communicator of the Year" by the International Association of Business Communicators, a 1996 "Top 25 Women Business Owners of Distinction" by the greater Detroit chapter of the National Association of Women Business Owners, the 1995 Alumni Achievement Award from Wayne State University-PRSSA, and the 1986 "Headliner of the Year" by the Women of Wayne Alumni Association, among other accolades.

Lovio-George has published a spectrum of articles, including several cover stories in business publications, such as *Sales and Marketing Management*, *Advertising Age*, the *Michigan Chronicle* and *Incentive Magazine*. She also contributed to the book, *1000 Ways to Reward Employees*.

Lovio-George has served on the Board of Visitors for the College of Fine, Performing and Communication Arts at Wayne State University since April 2005.