

W O M E N

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Name: Kim Spence

Age: 39 and holding

Company Name: Oregon Coast Aquarium

Address: 2820 SE Ferry Slip Rd, Newport, OR 97365/ 541-867-3474

Title/Major Job Responsibilities: Director of Marketing in charge of the Aquarium's communications and corporate identity programs, including advertising, public relations, events & sponsorships, retail sales and product development.

Years in Position: In dog years, I'm a seasoned pup!

Years at Company: Keiko and I arrived at the Oregon Coast Aquarium the same year.

Describe your professional background: Before joining the Aquarium in '96, I served as vice president of marketing communications and public relations for JanSport – an outdoor gear and apparel company. I've also compared shoe sizes with Karl Malone, Wayne Gretzky and Joe Montana as the director of marketing services at LA Gear and learned about consumer products at Ogilvy & Mather and J. Walter Thompson advertising agencies. Secured national awards and recognition for the Aquarium's consumer print advertising and web site design, including top PR honors for media work with Keiko, *Free Willy* star. Successfully facilitated over 450 international members of the press corps during Keiko's move. Currently, serving as the marketing co-chair for the Oregon Attractions Group.

Why did you choose this career path? I enjoy using my creative energy to "make a difference." Working at a nonprofit organization like the Oregon Coast Aquarium and being able to raise awareness about conservation and animal rehabilitation issues is a very rewarding experience.

Where do you see yourself professionally in 5 years? In 10 years? I would like to direct a national nonprofit organization affiliated with one of the causes I hold close to my heart – conservation of our oceans and forests.

What is the most fulfilling aspect of your job? Being part of Keiko's story, his rehabilitation and successful relocation to Iceland; and creating awareness for all marine-life through his celebrity.

What is your biggest professional challenge? Life after Keiko. Promoting the Aquarium's upcoming Salmon exhibit and Underwater Passage – a clear submerged tunnel – taking visitors into three ocean habitats.

What words of advice would you give to women entering your field? Make it count. Every day, try to make a difference.

Describe the first job you ever had: I produced ads for deBeers diamonds and can recall running around L.A. with thousands of dollars worth of jewelry, in small paper bags, for photo shoots. No security. No worries. Things are sure different today.



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