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## Mary Ann Pires Appointed to Greenville Area Development Corporation Board

For Immediate Release

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**GREENVILLE COUNTY, SC, May 26, 2010** - The Greenville Area Development Corporation (GADC), the county-chartered organization tasked with promoting and enhancing the economic growth of Greenville County, announced the appointment of Mary Ann Pires, president and chief executive officer of The Pires Group, Inc., to the organization's Board of Directors.



"Ms. Pires is extremely knowledgeable about the Greenville community and has long been involved in economic development activities, whether on behalf of her employers or the dozens of corporate clients her public relations consulting firm has served nationwide," said Jerry Howard, GADC President and CEO, in making the announcement. "She will make a valuable addition to the leadership team of this organization."

A resident of Greenville County since 2004, Ms. Pires has more than 25 years of diversified public relations and strategic communications experience with such Fortune 500 companies as John Hancock, Chevron-Texaco, Combustion Engineering (now A.B.B.) as well as major business associations. On a pro bono basis, The Pires Group has assisted dozens of civic and non-profit organizations across the country, including over two dozen in Greenville County. Ms. Pires holds a B.A. in Sociology from Nazareth College, Kalamazoo, Michigan and an M.S. in Public Relations from Boston University, whose College of Communications honored her in 1998 as one of its Distinguished Alumni.

Extensively published and a speaker on various professional topics, Ms. Pires serves on the Board of Directors of the Greenville Symphony Association and the Board of Visitors of the University Center. She is a member of the Greenville Forum and a past member of both the Board of Governors of the Greater Greenville Chamber of Commerce and the Benefactors Advisory Committee of the Greenville County Museum of Art. She and her husband Edward are also active volunteers in St. Anthony of Padua Parish in Greenville.

"As an established communications professional, Mrs. Pires brings a unique perspective and skill set to the table to assist the GADC," said Mike Buitter, GADC Board chairman. "She understands the needs of the business community extremely well, and is particularly skilled in strategic communication planning."

Mrs. Pires replaces Dr. Tom Quantrille, president and CEO of Advanced Composite Materials LLC, whose term was completed.

Since its inception in 2001, the Greenville Area Development Corporation has announced support of more than 150 major projects representing over \$2 billion in capital investment and creating in excess of 10,000 new jobs in Greenville County. Private sector support of the GADC has also reached an all-time high, with more than 125 investor companies now contributing to the community's and GADC's success.

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