

# LORNA MACK SHERIDAN

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## EDUCATION

Princeton University, B.A. 1987  
St. Paul's School (Concord, NH) 1983

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## EXPERIENCE

**Sonoma Index-Tribune** 2011-present

*Education Editor, Columnist*  
*General business news reporter*

Responsible for writing and editing education news, preK through higher ed. Responsible for posting content online and on social media. Other beats include business news and arts and entertainment.

Education blog: [www.educationroundupnational.com](http://www.educationroundupnational.com).

**Gavin Anderson & Company (an Omnicom Company)** 1994-2000

*Managing Director*

**McDonough & Associates Financial Public Relations** (acquired by Gavin Anderson in 1997)

*Vice President*

Wrote annual reports, quarterly reports, fact sheets, investor roadshow presentations, speeches and employee newsletters for Lazard Freres, Dime Bancorp and Oppenheimer Mutual Funds. Developed and implemented public relations and investor relations programs for a wide variety of smaller financial services clients.

**Tate/Austin Public Relations** 1992-1994

*Vice President*

Served as spokesperson for the Department of Aviation for the City of Austin on all issues concerning the referendum proposing Bergstrom Air Force Base as the site of Austin's new municipal airport. Served as crisis communications manager for the airport.

**Shearson Lehman Brothers/American Express** 1990-1992

*Assistant Vice President*

Oversaw internal communications of quarterly earnings, senior management appointments, new advertising campaigns and new financial product introductions across SLB. Wrote annual reports, press releases, speeches, fact sheets and brochure copy. Based in corporate headquarters.

**Ogilvy/Adams & Rinehart Financial Public Relations** 1987-1990

*Associate/Senior Associate*

Wrote annual reports, earnings releases, brochures, press releases, speeches, by-lined articles and newsletters for Manufacturers Hanover Trust and the NYCE ATM Network. Youngest senior associate in the history of the firm.

## OTHER

Chair, City of Sonoma Cultural & Fine Arts Commission (past)

Sonoma Valley Tennis Association, Board (past)

Sonoma Valley Library Association Board (past)

Sonoma Education Foundation, TSN College Support

Member, Education Writer's Association

Member, California Association for the Gifted

Participant, SXSWedu 2012, 2013, 2014, 2015