



EDDIE REEVES
Board of Directors
Dallas Fort Worth International Airport

Eddie Reeves is founder and principal of Reeves Strategy Group, a strategic communications consultancy that helps corporations, mid-sized growth companies and large not-for-profits execute sophisticated strategic communications, marketing, social media, public affairs, issues management and crisis communications campaigns that get real results.

Prior to establishing his independent practice, Eddie co-led the media relations practice of Public Strategies, Inc., serving as an advisor and senior strategist to major global corporations. He has advised and coached heads of corporate giants such as former AT&T Chairman and CEO Ed Whitacre and former EDS and Perot Systems founder and former CEO H. Ross Perot, helping these executives and their organizations realize multimillions in revenue gains through the use of innovative, high-ROI communications strategies.

Previously, Reeves served as press secretary and legislative assistant to U.S. Congressman J.J. "Jake" Pickle, as Press Secretary to Houston Mayor Kathy Whitmire, as an award-winning columnist for the Austin American-Statesman, and as key advisor and strategist to several successful political campaigns. He has won favorable media coverage for his clients in more than 300 media outlets worldwide.

An acknowledged authority on effective communications, marketing and public relations, Eddie has blogged for the number one blogsite in the nation, the Huffington Post, wrote the strategy column for Social Media Marketing Magazine and speaks to scores of business groups annually.

Despite his many professional responsibilities, Reeves still makes time to contribute to the community. Dallas Mayor Mike Rawlings tapped him to serve as Chairman of the Dallas Convention and Visitors Bureau and as part of his GrowSouth initiative to bring more economic vitality to Southern Dallas. Eddie has also served on the boards of the Dallas Business Alliance, Parkland Health and Hospital System and the AT&T Cotton Bowl Classic.

Married for 26 years to his college sweetheart, Eddie and his wife Diane solicit your avid prayers as they fight the futile battle to keep up with their extremely active, often frustrating, occasionally infuriating but always deeply loved sons, eighteen year-old Ryan Mandela Reeves and eleven year-old Roland Malcolm Reeves.