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GEORGE SMALLEY LAUNCHES BRIDGE BUILDER COMMUNICATIONS

FOR IMMEDIATE RELEASE:

Houston, TX, September 17, 2012 --

Former METRO executive George F. Smalley announced that he has formed Bridge Builder Communications, a Houston-based sole proprietorship that will specialize in crisis communication, stakeholder engagement and communications on mergers and other corporate strategies.

Smalley has more than 20 years of experience in the energy industry in the U.S. and the Middle East, working in leadership positions in support of global brands like Shell, Texaco, Saudi Aramco and Air Liquide.

Among his accomplishments was his leading role in opening the U.S.'s first hydrogen retail filling station in a joint demonstration project between Shell and General Motors in 2004. He also led the communication of Shell's successful 2002 acquisition of Pennzoil-Quaker State.

In the public sector, as Vice President of Communication and Marketing for Houston METRO from 2005 to 2011, Smalley led the community relations efforts to gain public support for the alignment of three light rail lines now under construction. He also introduced some of the first social media products for a U.S. transit agency, tools which continue to be used successfully by METRO today.

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In an Op-Ed article published last May in the *Houston Chronicle*, Smalley said he drew inspiration from social entrepreneurs like TOMS shoes founder Blake Mycoskie. Smalley said his business model will include community service; he will volunteer 15 percent of his billable hours to non-profit organizations chosen by his clients.

Smalley, a Phi Beta Kappa graduate of Albion College in Michigan, can be reached at georgefsmalley@bridgebuildercommunications.com. His new website is www.bridgebuildercommunications.com



George F. Smalley

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