

## **Sharon Sim-Krause**

Sharon Sim-Krause, founder of Sim-Krause Consulting, specializes in public relations and management consulting. Sharon brings a broad array of experiences as an entrepreneur, a senior practitioner at leading PR firms, as a media relations expert and as a television producer/journalist and writer to deliver results for her clients.

Sharon was executive vice president at GolinHarris (a top 10 PR firm), and director of Panache, its Asian practice. She served as head of the San Francisco office, driving new business, marketing, media relations and servicing technology, financial, professional services and Asian-related clients with a team of talented PR professionals.

Prior to GolinHarris, Sharon was founder and president of Panache Communications for six years. Panache, an award-winning boutique agency, joined the GolinHarris network in 2006. Previously she was with WeberShandwick, the world's largest public relations firm.

Born in Singapore, and having worked and lived in both Asia and the US, Sharon straddles both sides of the Pacific comfortably. She provides strategic and balanced perspectives to clients looking to bolster their business operations domestically and internationally.

Prior to WeberShandwick, Sharon worked for Shipley & Associates, a political consulting firm whose client portfolio included Al Gore and ex-Texas Governor Anne Richards. Sharon was former Executive TV producer at Asian American Austin, a public television program where she supervised a 30-member production crew and produced documentaries, political forums and talk shows. She also worked at software company, National Instruments, the Texas Department of Commerce and Edelman Public Relations Worldwide.

Sharon graduated with a Bachelor of Journalism, Public Relations (Honors) from the University of Texas at Austin. She was a recipient of the Thomas Thompson Journalism Scholarship and the Weinberg Award for Excellence in Writing. She has a wide circle of networks and is fluent in various Chinese languages such as Mandarin, Hokkien and Teochew.