

## **Irene Payne**

Chief Communications, Community Engagement Officer

I moved to the USA from the UK over six years ago to pursue a dream of living and working in another country. And what better country to choose than America with its beauty, and friendly, generous people!

I have been a marketing communications professional for over 20 years. It's a job I love doing. Before joining Washoe County School District, I was Executive Director of the Human Services Network here in Reno and worked as a consultant helping nonprofits build capacity and develop effective marketing and public relations strategies.

Educating our children is important to me. I worked in the field of education in London when I was responsible for European marketing and global media relations for higher educational organization. As part of that role, I was lucky enough to represent the UK higher educational system on a British government sponsored tour of Pakistan. What a memorable experience that was. Prior to that, I was responsible for internal communications, marketing and branding for a large financial services organization.

I am active in the community and have made many friends and associates here. The level of friendliness of Renoites never ceases to amaze me. It truly is a wonderful place to live. As an outdoors type of girl, I like to horse ride, ski, snowshoe and hike. I try to make the most of living in this beautiful part of the world and have recently completed the Tahoe Rim Trail with my dog!

I am very proud to be a part of this amazing school district.

Irene Payne

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