



Shellee Smith
Executive Director

USC Center for Third Space Thinking & Executive Education
USC Annenberg School for Communication & Journalism

Shellee Smith is the Executive Director of the USC Center for Third Space Thinking and Executive Education at the USC Annenberg School for Communication and Journalism.

At the Center, she leads a team that has developed a new, communication-driven methodology to help organizations unlock innovation, drive collaboration, create higher performing cultures, and enhance organizational performance. She also manages Annenberg's executive education programs with the World Bank, the China Research Development Foundation, Shanghai Media Group, and other companies.

Shellee is an experienced management and communication consultant. She headed an international consulting firm for six years that provided expertise in executive coaching, strategic communication, crisis management, media relations and digital storytelling before joining USC.

Shellee has worked on both sides of the microphone, as an award-winning newscaster and a company spokesperson. She served as the Director of Communications for Zecco Holdings Inc., an online investment firm which she helped launch on Wall Street, providing media training for senior executives and acting as the company spokesperson. Prior to joining Zecco, Shellee was a national correspondent for NBC News based in Los Angeles, London, and Tel Aviv. She covered breaking news stories and in-depth features for the Today Show, Nightly News, MSNBC and CNBC, reporting on national and international stories.

Shellee has garnered the most prestigious awards in broadcast journalism, including seven Emmys, the Alfred duPont Columbia University Award, the George Foster Peabody Award, two national Edward R. Murrow Awards, an Iris Award, and an Investigative Reporters & Editors Award. She was featured on the Oprah Winfrey Show as one of the top investigative reporters in the country. Shellee earned an Executive MBA from the USC Marshall School of Business. She has bachelor degrees in journalism and German Area Studies from the University of Missouri in Columbia. She also studied German at Trier University in Germany.