



Guadalupe-Blanco River Authority
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Smith Joins GBRA's Executive Management Team

For more information

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SEGUIN – The Guadalupe Blanco River Authority (GBRA) recently promoted internal staff member LaMarriol Smith to its Executive Team as Executive Manager for Strategic Communications and Public Affairs. The position change became effective July 21, 2014.

Smith, formerly GBRA's Chief Strategic Communications and Public Affairs Officer, began work for the authority Feb. 1, 2007. Her overall 28 years of experience includes public affairs, media relations, higher education administration, marketing, project and event management, speechwriting, publications management, website development and social media communications.

As Executive Manager for Strategic Communications and Public Affairs, Smith oversees communication and publications, grant writing and administration, education, and geographic information system services. She also serves as the interim executive officer of the Guadalupe River Foundation.

She earned a bachelor of arts in journalism from Baylor University in Waco and a master of public affairs from the LBJ School of Public Affairs at the University of Texas in Austin. Before joining the GBRA, Smith served as executive director of College Relations at Austin College in Sherman, Texas, for five and a half years, and before that was director of communications for three years St. Edward's University in Austin. She also spent more than seven years working in the Agency Communications Division of the TNRCC and Texas Water Commission, predecessor agencies of the Texas Commission for Environmental Quality. Other previous experience includes positions with Southwestern University in Georgetown and reporting for the Waco Tribune-Herald.

"Because of LaMarriol's contributions to the organization as a whole, key communications guidance and leadership, and increasing responsibilities in different areas of the organization, her role became a vital component of the Executive Management Team ultimately resulting in this promotion," Bill West, GBRA general manager said.