

# PAW's Own



*Michele R. Wright,  
Ph.D*



### About Worldwide Who's Who®

With over 500,000 members representing every major industry, Worldwide Who's Who is a powerful networking resource that enables professionals to outshine their competition, in part through effective branding and marketing. Worldwide Who's Who employs similar public relations techniques to those utilized by Fortune 500 companies, making them cost-effective for members who seek to take advantage of its career enhancement and business advancement services.

Worldwide Who's Who membership provides individuals with a valuable third-party endorsement of their accomplishments, and gives them the tools needed to brand themselves and their businesses effectively. In addition to publishing biographies in print and electronic form, it offers an online networking platform where members can establish new professional relationships.

For more information, please visit  
<http://www.worldwidewhoswho.com>.

Contact:  
Ellen Campbell  
Director, Media Relations  
[mediarelations@wwregistry.com](mailto:mediarelations@wwregistry.com)

**L**ITTLE ROCK, AR, December 7, 2012 /Worldwide Who's Who/—Michele Wright, Ph.D., Chief Executive Officer of the Greater Ozarks-Arkansas Blood Services, has been recognized by Worldwide Who's Who for showing dedication, leadership and excellence in writing, motivational speaking, and success coaching. Dr. Wright is a top-level national and international multiple award-winning corporate leader with over 20 years of professional engineering and pharmaceutical/biotechnology experience. She currently serves as the senior director of the National Biotechnology & Pharmaceutical Association. She was

recently named CEO of the Greater Ozarks-Arkansas Region of American Red Cross overseeing Red Cross' blood services to 52 hospitals in Arkansas, southwestern Missouri and the greater Memphis area.

Prior to joining American Red Cross, Dr. Wright worked with several Fortune 500 organizations, including Savient Pharmaceuticals, Inc., Genentech, Inc., Novartis Pharmaceuticals, Pfizer Pharmaceuticals Inc., the Pillsbury Company, and The Procter & Gamble Manufacturing Company. She is not only a prominent top-level executive, but also an author, speaker, and success expert who offers sessions for business and organizational professionals around the world.

At an early age, Dr. Wright realized that success has no limits or boundaries. She overcame the obstacle of a learning disability and a severe speech impediment, which literally left her speechless until the age of five. By the age of 17, she received a standing ovation for her speech as a contestant in the Miss Tuskegee Institute High School pageant. Although she did not win, she discovered that her faith and unique spirit would allow her to

achieve her greatest dreams in career and life. She has also succeeded in overcoming numerous challenges associated with life-threatening lupus.

Dr. Wright received a Ph.D. in public policy with an emphasis on health and leadership from the University of Arkansas at Fayetteville. She holds a Master's degree in industrial engineering and engineering management from the University of Tennessee Space Institute becoming UTISI's first full-time African-American student to earn a Master's in engineering management. She also holds a Bachelor of Science degree in electrical engineering from Tuskegee University, from which she graduated with high honors, and as "Electrical Engineering Student of the Year." And knowing the importance first-hand of overcoming the impossible to achieve the possible, Dr. Wright was more than inspired to write "Dear Success Seeker."

In describing the motivation for her book, "Dear Success Seeker: Wisdom from Outstanding Women" (Atria/Simon & Schuster), Dr. Wright explains, "Life is full of many signs and wonders, but very few phenomena have intrigued me more than the rainbow, one of the most breathtaking marvels of creation. Like a rainbow, success has many different spectrums of colors that synergistically form a single continuum of brilliance." Dear Success Seeker is a book that has fashioned "Success Letters" from a unique, diverse, and multicultural group of 85 outstanding women achievers from the entertainment, arts, business, and sports worlds who offer personal words of inspiration and invaluable advice to those seeking victory in their own personal and professional success journeys.

"Success seekers" (regardless of age, race, socio-economic background, education, and career choice) will benefit from the "nuggets of wisdom" from the multicultural and impressive group of Dear Success Seeker contributors, whether it is a sports icon like Billie Jean King; Grammy-winning entertainers like Patti Labelle and Shelia E.; award-winning actresses like Ruby Dee, Shirley Jones and Phylicia Rashad; a Nobel Prize winner like Dr. Rosalyn Yalow; a civil rights icon like Rosa Parks; a U.S. Senator like Senator Mary Landrieu; a gospel icon like Shirley Caesar; a Cherokee Indian Chief and legend like Wilma Mankiller; a history

# Congratulations

maker like astronaut Mae Jemison; New York Times best-selling authors like Joyce Meyer and Cherie Carter Scott; or notable magazine editors such as Susan Taylor and Gayle King.

Dear Success Seeker also features an eloquent foreword by notable author, educator, philanthropist and producer Camille Cosby and an exclusive personal interview with Gayle King, radio show host on Oprah & Friends and Editor-at-Large of O, The Oprah Magazine.

Dr. Wright has always had a desire and passion to help other people seek and find success on their personal and professional success journey. A woman of faith, she foremost attributes her success to God and secondly to "Champions of Success" in her life including her parents Frankie and Garland

Wise of Tuskegee, Alabama, and her husband and soul-mate Terry Wright of Little Rock, Arkansas. The most gratifying aspect of her career is traveling the world empowering men and women of all ages with her groundbreaking S.U.C.C.E.S.S. model. Her audiences, consisting of high-profile individuals and executives, corporations, organizations and educational facilities, are guided to the realization that there is no definite pattern for success. Her method entails valuing and celebrating the assorted and distinctive tones that define each person's own "Colour of Success." ♦

For more information about the American Red Cross, visit <http://www.redcross.org>.

For more information about Dr. Wright and Dear Success Seeker, visit <http://dearsuccessseeker.com>

**Unique Advice, A Unique Career, A Unique Life!**  
**Success Expert Michele R. Wright, Ph.D.**  
 presents  
**DEAR SUCCESS SEEKER**  
 Features a Foreword by Camille Cosby, Ed.D. and an Exclusive Interview with Gayle King, Editor-at-Large, O, The Oprah Magazine

**"Uniquely helping others seek and find success."**

An inspirational collection of original letters written by remarkable, accomplished women to future generations of success seekers!

When facing obstacles to success, it is essential to have success warriors who inspire and guide you. With this in mind, Dr. Michele R. Wright has collected words of inspiration and advice from luminaries in the entertainment, arts, business, and sports worlds—including Billie Jean King, Shirley Jones, Ruby Dee, Mo'Nique, Phylicia Rashad, Patti Labelle, and many other successful women!

In the spirit of success, visit [DearSuccessSeeker.com](http://DearSuccessSeeker.com).

Book available at Apostolic Light Bookstore online at [www.ApostolicLightBooks.org](http://www.ApostolicLightBooks.org) or place order by phone at: 317.549.9541

**Atria Books**  
 A Division of HarperCollins Publishers