

Pioneer Hall of Fame Award

Carol Brill Parish

The University High School Alumni Association honors Carol Brill Parish, class of 1970, as a 2015 Hall of Fame Alumni Award recipient for her contributions to her profession and civic service.

Parish has been recognized as a successful brand specialist with an extensive marketing career in corporate leadership, primarily in the financial services industry. She graduated from University High School in 1970, where she was fortunate to participate in the Speech and Drama program.

After graduation, she attended Illinois Wesleyan University for two years and then transferred to Boston University. It was there that she earned a Bachelor of Fine Arts degree, majoring in theatre and graduated in 1974. Parish later received a Master of Arts in media studies from The New School University in 1988.

Parish's corporate leadership experience has been extensive and displayed in two areas – as a business leader and a non-profit board member. She recently shifted her career to her passion of brand strategy, most notably as a Managing Director of Brand Strategy and Engagement at Enterprise IG, a global branding firm headquartered in London. At Enterprise IG, she was a member of the Management Committee and led a group of strategists and client services professionals. In 2008, she formed her own brand and marketing strategy boutique, Synthesis Plus. Prior to her business consulting career, Parish was also a Senior Vice President/Managing Director at First Union, where she had leadership over a team of forty that was responsible for marketing for Investment and Commercial Banking and Small Business Banking.

On the non-profit side, she has been able to maintain involvement in the fine arts by serving on the Board of Directors for The Children's Theatre of Charlotte, TADA!, a New York youth theater group, and The Pelham Art Center, a Southern Westchester Art Institution.

Over the course of her career, several of Parish's most notable accomplishments include:

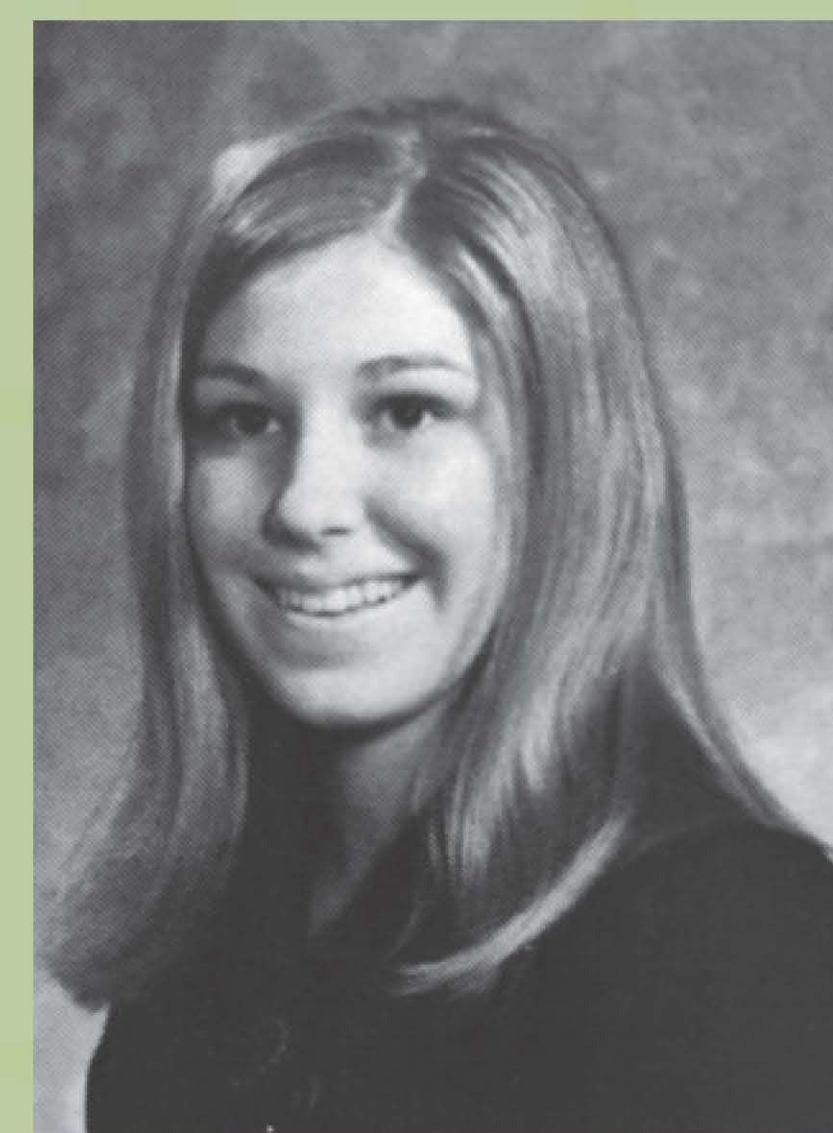
- Directing an award-winning advertising campaign for First Union
- Creating a new brand strategy for Dun & Bradstreet
- Creating the name and brand strategy for Thrivent Financial
- Leading the strategy team for Hewlett-Packard (HP)

As part of her career, Parish has been fortunate to travel extensively both throughout the United States and internationally. Her travels in the US have included the 10 largest cities and some unique places such as the oil fields of Oklahoma and a wind farm in the Altamont Pass. On the international side, her destinations have included Hong Kong, Lake Geneva, Bangkok, Warsaw, Sao Paulo, Madrid, and Morocco.

She has been married for more than 20 years to William White Parish. They have identical twin daughters, Susannah and Mackenzie, and currently reside in New York.

"The education I received at U-High has always been a source of pride for me and prepared me well for college and beyond."

– Carol Brill Parish



University High School
