



## Sharon Lyle

### COFOUNDER, PUBLIC CITY

Sharon Lyle is the cofounder of Public City, a culture-driven public engagement consultancy and studio. Public City works to create authentic culture-based experiences that allow its clients to deeply connect with their publics through events, experiences and public art.

Sharon started out on a pretty traditional path: college, early career as a fundraiser, back to business school, some awesome jobs working with really cool people. Then she was asked to return to Dallas after working in Austin for many years to start a project called TEDxSMU, which quickly morphed from a 9-5 job to a passion for building programs that connect audiences with incredible thinkers, doers, creators, and inventors.

As part of the larger global TED community, TEDxKids @SMU (the first ever TEDx programming for young folks) and TEDxSMU were regarded as models for other events under Sharon's leadership, and she brought a unique perspective to the Dallas programs through art curation and commissions and the development of new initiatives like the first-ever (and now emulated Idea Week). She found her place as a content curator, platform builder and dot connector. With an added knack for a little spontaneous fun and a sometimes wicked wit, Sharon spent the about four years building community around TEDxSMU and other programs she came up with along the way before leaving to start Public City.

Sharon's big on collaborations. She's big on cities. She's bullish on Dallas, her home base. And she hopes that where ever Public City takes them, she and her business partner Meredith will get to keep working on projects that mean something to both of them.