

At H-E-B,
Shaw started
as a management
trainee and spent nine years
working in the stores, learning
the business from the ground up and
progressing in store leadership. She later held
various roles in training and development,
served as the director of sales and was then
asked to join H-E-B's Customer Service
efforts, which she has led since July 2000.

"My official duties include providing the strategy and design for H-E-B's Customer Service and Central Checkout efforts," she said. "I see myself as the advocate for all H-E-B customers and store Partners."

Shaw also takes pride in her unofficial duties: making someone else's day with an unexpected act of kindness, which she and H-E-B Partners refer to as "paying it forward."

"I once encountered a customer who seemed very unhappy, and I asked her what the problem was in an effort to help," she said. "The woman shared concerns not about our store but about some very troubling things occurring in her life, and I was touched. I handed her a beautiful flower arrangement and told her I felt like she needed a little sunshine. She started to cry, and I did too. It's a hard world, but if I can make it just a tiny bit better for one person, what a great day it has been."

Never facing a dull moment, Shaw also manages the challenges that come with catering service efforts to five generations of H-E-B customers and Partners in an increasingly technological world.

"I believe the definition of customer service is changing," she said. "How do we change with it in order to serve everyone? Today, customers have so many retail options. How do you differentiate your brand so your customers drive by the others to come see you based on the relationship you have built with them over time?"

Shaw's dedication to exceptional customer service is a true reflection of H-E-B's tagline: Here Everything's Better.™ Although her work is never done, Shaw strives each day to serve others using a mix of determination, ingenuity, sincerity and compassion.

"I truly believe I have the best job in the world because it is the right job for me," she said. "In H-E-B land, we serve over 7 million customers each

e serve over 7 million customers each
week with 76,000 Partners; that's a
lot of opportunity to serve! My
true passion is serving our
customers, Partners and
communities. It's just
who I am."

It's not every day you see ELVIS on the way to work, But for Adam Bravo, It's not that unusual.

"You really never know what you're coing to see in Las Vegas," He said. "I've seen it all—from Elvis impersonators to sports stars and Hollywood celebrities."

Bravo currently serves as the director of campaign operations for MGM Resorts International, which owns an assortment of properties on the Las Vegas Strip—from the AAA Five Diamond rated, Luxurious Bellagio to the newest offering, ARIA Resort and Casino.

On his journey to working for the second most profitable gaming company in the world, Bravo graduated from Baylor in 2002 and then spent some time in Europe, which included a stint in Greece working in the travel industry.

"I thought I would put my degree in International Business to good use by making a living traveling through Europe," he laughed. "That lasted about a year."

Back in the U.S., Bravo gained experience in retail marketing and business development, moved to Las Vegas and began working for MGM Resorts International in 2006. He and his team handle all of the direct marketing from a corporate standpoint and reach millions of customers using database marketing.

"Our biggest channel right now is email marketing; we send about 40 million emails each month," he said. "We manage the marketing process for events, shows or concerts from beginning to end, which includes developing and implementing a creative concept, targeting customers, and making sure they attend the event and have an enjoyable experience. Every weekend is something new, whether it's promoting The Eagles concert at the MGM Grand or the Michael Jackson Cirque du Soleil show at Mandalay Bay."





