

Robin Smalley
Co-founder/International Director, **mothers2mothers**



Robin has had a long and varied career spanning 15 years in the entertainment industry followed by almost a decade making an impact in the non-profit world. A member of both the Writers Guild of America and the Directors Guild of America, Robin produced a variety of television shows including “Hour Magazine,” “The Home Show,” “Jones & Jury,” “Public People, Private Lives,” “George & Alana” and “Leeza.” An Emmy-Award winning director, her credits include “Lifestyles of the Rich & Famous,” “Entertainment Tonight,” and the Emmy Award winning “Woman to Woman.”

While raising two daughters, Robin found that her passion for social issues were leading her to become involved with several non-profit organizations. She joined the Board of Directors of Streetlights, a Hollywood-based non-profit organization dedicated to providing job training and placement in the entertainment industry for at-risk young people. Her involvement in the non-profit world led to a successful consultation business with several high-profile clients and she ultimately joined the staff of one, The Media Project. By combining her entertainment expertise with a strong interest in reproductive health, Robin was able to make a difference in the growth of The Media Project, whose mission is to work with television writers and producers in the area of adolescent sexuality and reproductive health. As the organization’s Executive Director, Robin oversaw a seven year period of expansion, overseeing the increasing popularity of its annual celebrity awards gala, the SHINE Awards (Sexual Health in Entertainment), overseeing the implementation of Viacom’s KNOW/AIDS campaign in Los Angeles and actively working with all the major networks and studios to provide accurate and honest information on topics including HIV/AIDS, teen pregnancy, contraception, sexual abuse and assault, STDs, and healthy parent/child communication. Her contributions at the Media Project were recognized with a Telly Award, Cindy Award, a National Health Information Award, a National Council on Family Relations Award and a Society for Adolescent Medicine Award.

Ready for new challenges, Robin relocated her family to Cape Town, South Africa where she partnered with **mothers2mothers** Founder and Medical Director, Dr. Mitch Besser, to grow this most extraordinary program. Together they expanded the organization from 11 sites to 72 programs throughout South Africa in addition to pilot programs in Botswana and Ethiopia.

In September of 2005, Robin relocated back to Los Angeles where she currently serves as **m2m**’s International Director, guiding the organization’s continued growth and working with its American partners and funders, while providing strategic and development oversight. Through partnerships with UNICEF, the Clinton Foundation, Partners in Health, and Catholic Medical Mission Board, **mothers2mothers** will be expanding in 2007 throughout Kenya, Rwanda, Zambia, and Lesotho. Since her return to the U.S., Robin and **mothers2mothers** have been recognized at the TIME Health Summit and Fortune Magazine’s Most Powerful Women Conference, honored at the White House, highlighted at both the White House Conference on Literacy and the Clinton Conference on HIV/AIDS, honored with the 2006 Ambassadors of Caring Award, and received South Africa’s prestigious Impumelelo Award.