

40 UNDER 40 Class of 2005

A SPECIAL SUPPLEMENT TO THE ST. LOUIS BUSINESS JOURNAL

MACK BRADLEY, 38

Senior Vice President, The Vandiver Group, Inc.

Mack Bradley never really trained to be in the publicity business, but he found a calling at The Vandiver Group, one of St. Louis' largest public relations agencies.

Bradley is senior vice president at Vandiver, the No. 2 position at the firm, after Donna Vandiver, its founder and chief executive. His job entails helping manage employees at Vandiver and developing public relations and communications strategies for a wide group of clients, including some Fortune 500 companies.

Vandiver employs 18 people, and the firm generated \$2.3 million in revenue, in 2003.

In recent years, Bradley has worked on big local deals, including representing Pinnacle Entertainment Inc., which is about to undertake big casino projects in the St. Louis area.

Las Vegas-based Pinnacle plans to develop a \$300 million mixed-use gaming and retail development in south St. Louis County and a \$258 million casino, hotel and residential development



EDUCATION: Bachelor's in political science, Illinois Wesleyan University, 1988

FAMILY: Wife, Leslie; children, Devin, Grace

NEW YEAR'S RESOLUTION:
I want to be a better person, a better father

on the Mississippi riverfront later this year.

"Mack (Bradley) is one of those people who many people have not heard about, but he is very involved in a lot of things," said Rich McEwen, a part-time senior associate at Vandiver.

"He is soft spoken. He doesn't call attention to himself, but what he does and what he says carries a lot of weight."

Bradley began working for Vandiver in 1996 when the company had only five employees. Prior to his hiring he completed a fellowship at the Coro Center in St. Louis and was involved in small local political campaigns as a consultant.

Bradley said he sought a job at Vandiver after a friend recommended the company. "I liked the size. Vandiver was small, but they had something exciting."

Bradley also is involved in many community organizations and was among the founders of Mardi Gras Inc., a nonprofit entity that produces the annual St. Louis Mardi Gras celebrations. This year, he was elected board president of the local chapter of AmeriCorps, an organization that helps poor students in St. Louis public schools and provides disaster relief volunteer service across the nation.

— Patrick L. Thimangu