

40 Under 40

A PR pro is agent of her own revival

After more than a decade in public affairs and public relations, Joanne Thornton co-founded her own agency, Revive.

Founded with partner Brandon Edwards, the firm focuses on the health care industry and healthy living. Its clients are hospitals, physician organizations and fitness and wellness companies.

Striking out on her own was a natural progression for Thornton, who had been in public affairs since graduating from Westmont College.

She got her first experience as an account executive at Davies Public Affairs fresh out of school, working for clients such as Mobil Oil, Chevron and Venoco.

Then came health care. Thornton rose through the ranks at Tenet Healthcare, a national firm then headquartered in Santa Barbara, managing online strategies and internal communications for the firm.

In August 2009, she co-founded her own agency, Revive Public Relations. "A lot of people get to a point in the

Joanne Thornton

SVP, Co-founder
Revive Public
Relations

Santa Barbara



lives where they say, 'I'm working really hard and making a lot of sacrifices.' You kind of look up and ask, what am I working for?"

For Thornton, she says the answer is great co-workers and her three children. "Not that it makes the hard work and sacrifice any easier. But it sure makes it a little more worth it."

Do you have a mentor? If so, who?

My first boss at the public affairs company taught me one of life's greatest lessons — own your mistakes. No excuses, no blame, just own it and do everything you can to fix it or minimize the damage.

A current mentor has given me another nugget with a terrific Yoda-ism: Either do or don't do. There is no try.