

## **Duke Greenhill: A Full Circle Journey of Purpose, Passion, and Community**

(FORT WORTH, TEXAS, Oct. 18, 2024) - In a modern world where the ups and downs of one's life journey are often kept behind closed doors, Duke Greenhill believes in just the opposite. He believes in the power of connection and empathy. "You never know what someone's going through," he says, emphasizing that "everyone's got their story." This philosophy drives Greenhill's commitment to community and the transformative work he does in the Fort Worth area. Greenhill's personal experiences shape his mission to foster love and belonging for all.

### **Making a Local Impact**

In the Fort Worth community, Duke Greenhill is an influential figure whose journey combines both personal and professional experiences. Greenhill was raised in Fort Worth, Texas, and went on to attend the University of Texas at Austin. He then landed at the prestigious Columbia University in New York City, where he spent two decades in advertising and film. However, his return to his hometown marked a significant turning point — not just for him but for the countless lives he has impacted through his work.

Greenhill sits on the board of the Gladney Center for Adoption, a leading global adoption center. According to their website, Gladney has successfully completed more than "32,000 adoptions."

As an adoptee himself, Duke understands the unique challenges and special moments that come with navigating adoption. His involvement with the Gladney Center reflects his passion for finding love, commitment, and belonging for all adoptees. He proudly states that Gladney, "in a way, is responsible for my life," highlighting how the organization that found him a forever home is now a place where he does this for others.

Greenhill's involvement and impact go beyond the adoption center; he is also a key advocate for cultural growth in Fort Worth. By founding the Fort Worth Film Commission, Greenhill is a critical driver behind the growing local creative community. He promotes Fort Worth as a vibrant location for dynamic storytelling. His belief that "it's all about the story" serves as a guiding light in his professional and community work.

He also sits on the board of the Mind, Body, Ecology Institute, which is committed to helping young adults who suffer from anxiety and depression heal through exposure to nature. According to the organization's website, their mission is "creating a regenerative, equitable, and ecologically harmonious world."

### **The Path to Purpose**

Duke Greenhill's career started off on an impressive note, setting the tone for his diverse experiences. After graduating from Arlington Heights High School, Greenhill went on to attend the University of Texas at Austin, where he earned a Bachelor of Arts in Communication in 2002. Shortly after, in 2006, Greenhill made the move to New York City, where he attended the prestigious Columbia University and received his MFA in Film Production and Screenwriting.

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After living in New York for nearly two decades, Greenhill made the significant shift from the fast-paced world of advertising to enter the realm of academia. In 2018, he took a position at the esteemed Savannah College of Art and Design. At SCAD, Greenhill led strategic initiatives that launched departments to top national rankings, including creating the School of Business Innovation. He also enhanced SCAD's reputation by writing articles and developed the university's first fully online degree program, significantly increasing enrollment and revolutionizing online learning strategies. He accomplished all of this while teaching up to ten courses annually.

Greenhill made the decision to move back to his roots in Fort Worth, Texas, with the birth of his nephews. He began teaching at Texas Christian University's Department of Strategic Communications in 2022, leading classes such as advertising, campaigns and creative strategy. While working in academia, Greenhill took opportunities to get involved with his home-town community. He serves on the board of the Gladney Center for Adoption and is active with the Mind Body Ecology Institute, a group that uses nature to support young people dealing with anxiety and depression. He believes that "nature has the power to ground us." His influential work in many fields, including community service, film, and advertising, demonstrates a dedication to sharing moving stories that make leaving a lasting mark on many.



The STCO 2023 NSAC team, led by Duke Greenhill and Steven Levering, poses after their district win on April 13, 2023. (Photo/Bob Schieffer College of Communication)

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## **From Adoptee to Advocate**

Greenhill's work in Fort Worth and at the Gladney Center for Adoption has changed many lives. As Greenhill puts it, "at the end of the day, this all translates into parents who couldn't have children and desperately had all this love to give, getting a child and giving that child a loving home." His dedication goes far beyond business; it's personal and creates forever families and forever love. Serving as a board member for Gladney is truly a full circle moment for Greenhill.

## **A Philosophy of Connection**

Greenhill's teaching philosophy is deeply rooted in his belief in the power of human connection and storytelling. He believes that everyone has a story. Whether you believe this or not, it's important to understand that everyone is going through something and has a story to tell. Greenhill understands that industry is changing at an ever-faster rate and people are feeling disconnected. This is his main motivation in emphasizing the importance of teaching students to connect meaningfully with others.

With extensive experience in the realm of advertising, film, and media, Greenhill emphasizes the importance of emotional intelligence in this industry. He mentors his students by helping them realize their full potential, recognize diverse perspectives, and use their unique voices to make an impact on the world. His commitment to connecting with students on a personal level supports his belief that every individual has a story worth telling.

## **Coming Full Circle**

Greenhill's journey has come full circle in many ways. Leaving Fort Worth to build a career in advertising on a national level and then returning to his roots has given him a more complete perspective on life and the experiences that shape us.

From his role in establishing the Fort Worth Film Commission to his involvement with the Gladney Center for Adoption, where he was once adopted himself, he has left a lasting impact on the community he calls home. His dedication to helping others, whether through placing children with loving families or boosting Fort Worth's creative industries, speaks volumes to his desire to give back in a meaningful way.

Teaching at TCU became a way for him to combine the knowledge he gained from years of working in the fast-paced world of advertising while reconnecting with and giving back to his hometown.

Duke Greenhill's story is a testament to the power of purpose and passion. From Fort Worth to New York and back again, his dedication to storytelling and community is evident in every role that he takes on. Whether teaching students, supporting families, or fostering a place of creativity, Greenhill's impact is felt far beyond the classroom walls of TCU.