TN Department of General Services

Michelle Sanders Parks

Executive Director of Communications

Michelle Sanders Parks is a compelling writer and marketing communications expert. Utilizing interactive, digital, and traditional media, she has mastered the art of storytelling—successfully sharing the stories of the State of Tennessee, nonprofits, publishing companies, record labels, service-based businesses, and advertising agencies with audiences across the country.

Parks is the Executive Director of Communications for the Department of General Services (DGS) for the State of Tennessee. DGS provides operational support services to all other departments and agencies in Tennessee State Government. In this role, Parks is responsible for leading the department's strategic communications plan through dynamic storytelling that engages a diverse audience on various platforms.

Parks has over 30 years of experience spearheading result-driven marketing, advertising, communications, promotions, and customer relations campaigns. She's been a regular speaker at the Nonprofit Storytelling Conference and has written for numerous magazines, publications, and blogs.

Parks graduated magna cum laude from Middle Tennessee State University, where she received her Bachelor of Business Administration degree with an emphasis in marketing and communications.