



**Elizabeth Shara**  
**Director of Operations**

With more than 25 years of experience in event logistics, concierge management, and the production of corporate events, Elizabeth Shara ensures a seamless collaboration with Hollywood Diagnostics clients. Known for harnessing the value of gold-standard customer service with logistical precision, Shara believes that the foremost objective of delivering management solutions is to remove obstacles behind the scenes with such efficiency that daily operations appear to run effortlessly.

A Los Angeles native, Shara's production background began while working on Paramount Studio's lot while attending UCLA. She joined the Mandalay Pictures team

and served as senior director of corporate operations for the Mandalay Sports Entertainment division before relocating to Atlanta. Shara's production roles have include the Consumer Electronics Show (170K attendees), Mobile World Congress (100,000 attendees), and Delta Family Days (28,000 attendees). She previously served as Samsung Electronics of America's first hospitality manager. Aligning best-in-class programming for the world's largest electronics company was a natural progression after her role as director of operations for Details Consulting Services. Her clients included Intel, IBM, Panasonic, Core Property Capital, Concierge Services of Atlanta, and numerous boutique brands.

When COVID-19 closed down events and live programming, Shara was determined to use this time to be of service to her community. Her focus and energy turned to address the collective and compounded loss caused by the global pandemic. Within weeks, she was the co-founder of the digital platform, *Talk About Loss*. Shara produces and hosts the weekly interview segment, "Everyone Has a Love Story," that gives space for those experiencing grief to share openly about their loved one.

Shara resides in Alpharetta, Georgia with her wonderful family and a collection of rescue pups.