



Ellis Named New TPSD Director Of Communications

TUPELO, Miss. — Tupelo Public School District superintendent Dr. Rob Picou has announced the hiring of Gregg Ellis as the Director of Communications.

Ellis, 48, comes to TPSD after spending the previous 10 years as the associate director of athletic media relations at Mississippi State.

“I couldn’t be more excited about joining Dr. Picou’s staff and being a part of the Tupelo public schools,” Ellis said. “His vision is exciting, captivating and forward thinking, and it was the deciding factor in leaving what I consider one of the best jobs in collegiate athletics. I can’t wait to get to work and promote not only Dr. Picou and help share his vision and goals, but the outstanding success stories of the principals, teachers and staff our parents entrust every day.

“Both of my kids are products of the Tupelo school system, and my wife has taught here for 14-plus years. I know personally what a phenomenal district Tupelo has, and I look forward to sharing the stories as to why through the eyes of all the dedicated principals, teachers and students. “

During his time at Mississippi State, Ellis oversaw the day-to-day media operations of the men’s basketball team and both the men’s and women’s nationally ranked track and field squads. He was a part of the 2009 SEC Tournament championship run, while the 2010 team captured the SEC Western Division crown. In 2013, he served as the interim director of communications while also overseeing football.

From a marketing standpoint, he successfully oversaw promotional campaigns for Jarvis Varnado to garner National Defensive Player of the Year accolades and the 10 players who were named to various All-SEC and All-American teams.

His marketing and promotional efforts were also key with NBA draftees Arnett Moutrie and Varnado, along with NFL standouts Dak Prescott and Gabe Jackson.

In 2013, the Southeastern Conference hired Ellis to oversee the media operations at its baseball tournament in Hoover, Ala.

Ellis is certainly no stranger to Tupelo. Prior to his time working at MSU, he was an award-winning sportswriter and columnist at the Northeast Mississippi Daily Journal from 199-2008.

Yet, his professional roots originated with media relations. After finishing his education at Ole Miss in 1994 and working in the sports information office, he joined the public relations department of the Indianapolis Colts, where he worked with the likes of NFL standouts Marshall Faulk, Peyton Manning, Jim Harbaugh and Marvin Harrison.

Ellis, who was named the Mississippi Sportswriter of the Year by the National Sportscasters and Sportswriters Association., is married to the former Celeste Nelson of Chattanooga. The couple has two children, Zach (21) and Hannah (19).