



Providing the services of Dynamic Athletes & Celebrities to meet your business & promotional needs

Donnie Shell



Donnie was a member of the famed Pittsburgh Steelers “Steel Curtain” defense which shut down NFL offenses in the late 1970’s. His nickname, “Donnie Torpedo Shell” gives you an indication of the ferocity with which he hit opposing receivers. He won four Super Bowls and was selected to represent the AFC in the Pro Bowl five consecutive seasons. Donnie was also an All-Pro three times in 1979, 1980 and 1982. He started as a safety for 11 straight seasons for the Steelers and was selected to the Steelers All-Time team. Additionally, he was named to the NFL Silver Anniversary Super Bowl Team and the Steelers 75th Anniversary Team. When Donnie left football, he was the NFL’s all-time career leader in interceptions by a strong safety with 51. Donnie played in Pittsburgh from 1974 to 1987. A 1974 graduate of South Carolina State University

with a Bachelor of Science Degree in physical education with a minor in biology, Donnie went on to earn his Master’s Degree in Counseling Education in 1977. He was selected to the MEAC Hall of Fame, and the College Football Foundation Hall of Fame. In 2001, he was also one of 15 finalists for induction into the Pro Football Hall of Fame.

Donnie and his wife Paulette are active in a number of civic and cultural organizations including former backfield teammate Mel Blount’s Youth Home, a very worthwhile cause.

Donnie is formerly the Director of Player Development for the Carolina Panthers of the NFL. He distinguished himself as a front office executive. From 1994 until 2009, Donnie coordinated all of the Panthers player programs including financial education, family assistance, career internship, and continuing education: all programs designed to help players succeed following their on-field careers. Indicative of his efforts, Donnie earned the "Best Player Programs" award in 1998 and 1999 and garnered the "Most Outstanding Player Programs" honor from the NFC in 2000. In 2002, the NFL Player Development Department created the Winston / Shell Award in honor of Donnie for being one of the pioneers in player development and always having one of the most creative programs in the NFL. This award is presented annually to the club that has the most creative program.

If you want to teach the associates in your organization how to win while enriching the lives of those around them, hire Donnie to share with your organization.

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