

Annie Groeber – Executive Producer

With over 20 years in marketing, communications, advertising and sales, Annie has successfully blended creativity with a tenacious work ethic to deliver outstanding results for both her non-profit and for-profit clients. Her extensive experience in marketing, advertising, sales, and live event production help her to manage a wide range of communications projects. She has written and/or produced more than one hundred live events including product launches, sales meetings, inaugurals, galas, award shows, and advocacy/awareness events for clients such as American Express Corporate Services, Choice Hotels, FedEx, The NAMES Project Foundation (The AIDS Quilt), The American Friends Service Committee (Eyes Wide Open), The Inaugural for Governor Tim Kaine (VA), and the National Education Association Foundation. She has also developed and implemented both internal and external communications programs for clients including AstraZeneca Pharmaceuticals and Johnson & Johnson Consumer Products. Recent projects include *Quilt In the Capital 2012*; A 25th Anniversary Display of The AIDS Quilt in Washington, DC in conjunction with The International AIDS Conference and The Smithsonian Institution's Annual Folklife Festival. And, production work for the documentary film, *The Last One*.