

Anne McCarten-Gibbs

Anne McCarten-Gibbs is an award-winning marketing writer and small business entrepreneur. Her wide-ranging career has focused on developing compelling programs and communicating complex ideas clearly and compellingly.

Through her successful marketing communications consulting practice, Anne has worked to engage people, and motivate them to action, on a wide range of topics. Typical projects include web sites, newsletters, annual reports, special reports, and other media ventures. Grants and fundraising letters written by Anne have raised hundreds of thousands of dollars. She excels at working with clients to discover the key points to move a given audience. In addition, she brings particular knowledge of philanthropy and volunteerism, health care, international development, education and early childhood issues, and gourmet food and wine. In 1999, Anne's work for the Global Fund for Women won two Wilmer Shields Rich Awards for Excellence in Communications from the Council on Foundations.

Previously, she co-founded and served as Director of Marketing at Hands On Gourmet. This culinary events company leads its market in the food-loving San Francisco Bay Area. In 2006, the company won the Make Mine a \$Million Business Award. This national award for women-owned businesses provides money, mentoring and marketing tools to help grow businesses to a million dollars in revenue and beyond. Hands On Gourmet reached the \$1 million goal in 2007, its third year.

Anne co-founded New Global Citizens in 2000 and served as its Executive Director for three years. Inspired and assisted by New Global Citizens, students in high schools across the country have raised over \$75,000 to support grassroots organizations in 33 developing countries, and have raised awareness among thousands of their peers about critical issues facing the developing world.

Anne holds a Master's degree in Public Affairs from Princeton, and a B.A. from the University of Virginia.