

## **Heidi White**

Heidi White is the Senior Vice President of Communications at Off Madison Ave. Heidi has over 20 years of experience in agency management and operations, and has been with the company since December 1997. In her current position, she is responsible for developing communication strategies and integrated marketing communications programs that consistently deliver results for clients across multiple sectors. Heidi also oversees new business development, client service, vendor/partner negotiations, team training, mentoring, management, staff utilization, billability, budget management and forecasting. Prior to her current role, she was the Senior Vice President of Communications at Fineman PR.

Heidi White has a B.A. in Journalism from California State University, Chico.