



**Margaret Heffernan** is an entrepreneur, Chief Executive, and author. She was born in Texas, raised in Holland and educated at Cambridge University. She worked in BBC Radio for five years where she wrote, directed, produced and commissioned dozens of documentaries and dramas.

As a television producer, she made documentary films for Timewatch, Arena, and Newsnight. She was one of the producers of Out of the Doll's House, the prize-winning documentary series about the history of women in the twentieth century. She designed and executive produced a thirteen-part series on The French Revolution for the BBC and A&E. The series featured, among others, Alan Rickman, Alfred Molina, Janet Suzman, Simon Callow and Jim Broadbent and introduced both historian Simon Schama and playwright Peter Barnes to British television. She also produced music videos with Virgin Records and the London Chamber Orchestra to raise attention and funds for Unicef's Lebanese fund. Leaving the BBC, she ran the trade association IPPA, which represented the interests of independent film and television producers and was once described by the Financial Times as "the most formidable lobbying organization in England." In 1994, she returned to the United States where she worked on public affairs campaigns in Massachusetts and with software companies trying to break into multimedia. She developed interactive multimedia products with Peter Lynch, Tom Peters, Standard & Poors, and The Learning Company. She then joined CMGI where she ran, bought and sold leading Internet businesses, serving as Chief Executive Officer for InfoMation Corporation, ZineZone Corporation, and iCAST Corporation. She was named one of the Internet's Top 100 by Silicon Alley Reporter...

## Margaret Heffernan

### Speech Topics

- Future of Work
- Business Performance
- Business Motivational
- Business Culture

