

Nina Packer Bio

Nina Packer is an innovative nonprofit, education, and entertainment professional with a strong track record of developing charitable partnerships to create career exposure and pipeline programs in media and entertainment. She developed the pre-college program that is known today as Warner Bros. Discovery: Future Leaders Institute and was instrumental in creating music industry certificate and degree programs at Jackson State University and Florida A&M University respectively.

Currently Nina's company Nonprofit Planning & Administration (NPA) manages the Cortez Bryant Foundation and the Rob and Shaun Hardy Amazing Stories Foundation; both organizations are creating and cultivating pathways for young BIPOC professionals to enter and thrive in the music and film industries respectively. Nina has recently produced content highlighting HBCUs for YouTube Originals, Blackstream Live/Live Nation Urban, and NBCUniversal.

Nina Packer has primarily worked with generation-defining figures and brands in music, film/television, media, and social justice for over 20 years. Her life and work are a summary exposition of the powerful potential of empowering creative people to bring their passions to fruition in a commercially viable and humanity-forward manner. As an entrepreneur, she has consulted with several well-known figures in entertainment, sports, and social impact to activate and anchor their endeavors by writing their visions for moving humanity forward, making them plain by creating action-oriented strategic plans, and supporting them through various phases of growth and business development with executive coaching, operations management, and philanthropic engagement.

Nina entered the entertainment industry in 1999 as part of the Development and Marketing teams of Rainforest Films (now Rainforest Entertainment), founded by Will Packer and Rob Hardy. In this role, she was responsible for reading and providing feedback on scripts for production consideration. She led media buying and promotional planning for the company's independent film releases in the territories of Atlanta and the southeast region for its monumental theatrical release of the film *Trois* and successive theatrical films *Pandora's Box*, *The Gospel*, and *Stomp The Yard*. She supported the company's national independent distribution strategy for theatrical and straight-to-DVD releases, contributed to brand-building efforts, and provided executive support and corporate talent development to the rapidly growing film production powerhouse through 2008 as the wife of its key executive.

Simultaneously, Nina worked as a high school Marketing Education Teacher for Clayton County Public Schools from 2001-2003. She taught Marketing Principles I and II, Entrepreneurship, Cooperative Education, and facilitated a Customer Service Certificate program via Griffin Technical College (now Southern Crescent Technical College). In 2003 she launched her nonprofit consulting firm, Nina Packer & Associates (now Nonprofit Planning & Administration). NPA began working with prominent Atlanta nonprofits such as The Study Hall, Cool Girls Inc., and 21st Century Leaders. Her national clients have included Do Something and Burrell Communications. She has also developed, and managed family-led charitable activations for sports figures affiliated with the Dallas Cowboys and New England Patriots. She served as an adjunct professor of a music management practicum course for twelve years at FAMU and currently teaches the Intro to Music

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Industry course at JSU. Her music industry career began as a philanthropic consultant to major music artists Lil Wayne, Akon, NeYo, and David Banner. She flourished for 8 years as the Director of Operations for the powerhouse artist management company Blueprint Group/Maverick, which over the years has managed Lil Wayne, Drake, Nicki Minaj, and currently oversees the careers of The Roots, Jill Scott, Lil Nas X, and Latto.

Ms. Packer returned to Clayton County Public Schools from 2016-2018 and established the Film & Media Magnet Program at Mundy's Mill High School and served as its first Magnet Lead Teacher. Nina earned a Master of Public Administration degree with a concentration in Nonprofit Management from the Andrew Young School of Policy Studies at Georgia State University and a Bachelor of Business Teacher Education degree at Florida A&M University. She is the proud mother of two adult daughters—one is a recent graduate of Howard University and the other is a freshman at the University of Southern California.