

## *Moving Humanity Forward*

Nina Packer is a seasoned philanthropic strategist. She has primarily worked with generation defining figures and brands in music, film/television, media, and social justice for over 20 years. The work of her life is a testament to the power of corporate brands and celebrity influence to move humanity forward.

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.**

In 2003 she launched her nonprofit consulting firm, Nina Packer & Associates (now Nonprofit Planning & Administration or NPA). NPA began working with prominent Atlanta nonprofits such as [The Study Hall](#), [Cool Girls Inc.](#), and 21st Century Leaders. By way of 21st Century Leaders, NPA developed and managed the two-year program pilot of **Leadership Unplugged: A CNN Experience** (now [Warner Media Institute](#)) in partnership with Turner Broadcasting (now Warner Media). Her national clients have included [Do Something.org](#) and [Burrell Communications](#). She has also developed, and managed family led charitable initiatives and grant making programs for sports figures affiliated with the Dallas Cowboys and New England Patriots.

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4480-H S. Cobb Dr. #644  
Smyrna, GA 30080  
470 485 6462 office  
678 576 8063 cell  
[movefwd@ninapacker.com](mailto:movefwd@ninapacker.com)

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[team501c3.com](http://team501c3.com)



# Nina Packer

Philanthropic Strategist

In 2007 Nina entered the music industry by way of her work as a philanthropic strategist for Grammy Award winning artists **Neyo, Akon, David Banner, and Lil Wayne**. She administered grant making and community engagement for Lil Wayne's One Family Foundation through 2019. For Neyo's Compound Foundation she established program initiatives to support families in the foster care system. David Banner's Heal the Hood Foundation utilized NPA to execute its community engagement and grant making strategies through 2009. She worked with Akon's Konfidence Foundation to establish and implement internal operating procedures through 2010.

In 2008, upon the meteoric release of Lil Wayne's Tha Carter III album, she became the General Manager and Director of Operations for Bryant Management—the artist management firm of Cortez Bryant. Bryant Management was the management home of Lil Wayne, Drake, Lil Twist, and the Young Money Brand. After the merger between Bryant Management and Hip Hop Since 1978 created the The Blueprint Group (now BPG/Maverick) in 2010, Nina served as Operations Manager from the company's Miami headquarters. In this role she developed and managed the day to day operational systems and physical facility, supervised and trained the firm's administrative support staff that virtually supported the BPG executive team and artist operations teams through 2014.

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NPA was tapped by **Sybrina Fulton and Tracy Martin**, the parents of Trayvon Martin, to help them develop the inaugural programs of The Trayvon Martin Foundation in 2014. Nina's firm planned and activated the pilot programs Circle of Mothers and Circle of Fathers. Both programs are retreat styled therapeutic and empowerment weekends for parents who have lost their children to senseless gun violence toward the larger aim of community building. The Circle of Mothers retreat included Lisa Nichols as a healing facilitator and Afeni Shakur as keynote speaker. As well, NPA provided communications consulting support to the organization's co-founders as they contributed to the Obama administration's efforts to create the My Brother's Keeper initiative. The work of the Trayvon Martin Foundation serves as a framework for today's social justice efforts.

In 2017 NPA facilitated the formation of the Rob and Shaun Hardy Amazing Stories Foundation. The firm facilitated and manages the foundation's Chocolate City Fund at the FAMU Foundation to cover the travel costs associated with entertainment industry internships for FAMU students. As well, Nina spearheaded and executed the effort to donate the historic film artifacts of Rainforest Entertainment to the Black Archives at FAMU. In 2019, she helped the foundation develop and continues to manage the Amazing Stories Film & TV Apprenticeship Program to stimulate Georgia's pipeline of diverse and high-quality talent for its film and television production workforce.

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 in 2006, and a Bachelor of Science degree in Business Teacher Education from Florida A&M University in 1998.

