



PEGGY ALLEN: DIRECTOR OF CLIENT SERVICES

Peggy Allen is the Director of Client Services at ROI* Ventures, LLC, (Return on Inspiration). An effective team leader, team builder and change agent with strong management skills and entrepreneurial instincts, Peggy facilitates the identification, development and implementation of a wide range of business and strategic goals and alliances.

Peggy is a partner in Allen/Nee, a consulting and production company which specializes in brand extension, strategic partnerships and custom television production. Her clients have included Civitas, an early childhood non-profit organization, NBC Entertainment, The Food Network, CNN Newsource, and Time Inc. magazine properties including Real Simple, InStyle, Parenting, All You, and Entertainment Weekly.

Previously, Peggy was Vice President, Original Programming and Production for Lifetime Television, where she was responsible for all aspects of original programming including development, launch and ongoing management. Her experience also includes positions with Hearst / ABC News Services and Hearst Broadcasting Productions. She has also written a book, Block Parties and Poker Nights, published by Random House.

A graduate of Carleton College, Peggy is the recipient of several Golden Cable Ace Awards and two Chicago Emmys. She lives with her family in Wilmette, Illinois.

