



### **Margaret McAllister**

Margaret serves as the writer for ITG documentaries and the creative director/writer for the marketing, advertising and websites created to support each film. An award-winning professional, Margaret has 30 years' experience in corporate video, commercials and PSAs, traditional and interactive advertising, and websites. She has worked on a number of socially conscious accounts including MADD, Waitt Family Foundation, and American Legacy Foundation. Margaret served as EVP/Creative Director at Aviatech and headed up the creative departments at traditional advertising agencies including more than a decade as principal of her own firm. She has won numerous international, national and regional awards as well as an EMMY

nomination for her work with the YWCA. Margaret has been active in community service including the Leukemia Society, Cancer Society, and the Sacramento Children's Home. She is currently the Governor for the American Advertising Federation District 15, which encompasses Southern California and Southern Nevada.