

ANNETTE M. ROGERS
INNOVATIVE COMMUNICATIONS LEADER

Annette Rogers has utilized her comprehensive communications experience, in both corporate and agency settings, to produce proven, measurable results within a broad spectrum of internal and external communications programs.

As executive vice president at MM2 Public Relations, Annette directed communications programs for clients including Lennox Industries, a national manufacturer of heating and air conditioning equipment; Chicago-based Synergy Flavors, the fastest growing global flavorings company; and Alliance Data Card Services, one of the largest issuers of private-label and co-branded credit cards.



Her leadership has included creating a major national consumer research and promotional campaign for Lennox, launching a major new children's medical facility for one of the largest healthcare systems in Dallas, and managing the Dallas market entry for national retailer Total Wine & More.

Annette's previous experience with BlueCurrent Public Relations and Fleishman-Hillard includes managing communications activities for a variety of clients across many industries, including Shell Oil Products US, The Hartford Insurance Company, Medical City Dallas Hospital, HCA Healthcare, LSG Sky Chefs, Hibernia National Bank (now Capital One), Green Mountain Energy Company, Hotels.com and Omni Hotels, as well as other multi-office, project-focused work throughout the FH network.

Prior to joining Fleishman-Hillard, Annette's work included developing and executing communications campaigns for clients such as The Container Store, Embassy Suites Hotels, Kimberly-Clark and Grapevine Mills mall. Annette's previous experience also includes serving as regional public relations manager for Hyatt Hotels, directing the communications activities for properties in the Hyatts of Texas portfolio.

Annette graduated from the University of Texas at Austin with a bachelor of communications degree in public relations.