

Jeannette Hektoen is President of her own firm which specializes in promotional strategies for television, film and the internet as well as other media platforms. Jeannette offers solid practical advice and gives clients the confidence and knowledge to deal with the media more effectively. She is respected in the industry for "Grace under Pressure" with her calming demeanor and constructive feedback.



Jeannette is a compelling professional who has more than two decades of experience in communications. Formerly Vice President, Media Services and Talent Relations for NBC and continuing as a consultant to NBC, Jeannette has first hand knowledge of the media. She developed marketing strategies and publicity campaigns for NBC television shows and as a consultant she launched "Law & Order: Trial by Jury," "The Apprentice" and "Whoopi". In her extensive work, she executed media and presentation training for celebrities as well as clients, which included the launch of a digital music download pilot "Pass Along Network" on internet giant eBay and strategies for Broadcast PC.TV, which delivers full screen, high definition video content to desktops.

Jeannette has personal experience as an on air Reporter-Producer-Director for NBC Mobile; NBC Universal's customized television programming for wireless phones. Her two exclusive features for NBC Mobile on the 2005 Hamptons International Film Festival included interviews with Bryan Greenberg (Prime), Hope Davis (The Weatherman), Kevin Bacon and Kyra Sedgewick (Lover Boy), Miranda Richardson and Alec Baldwin (HIFF award winners) and Director Norman Jewison as well as new filmmaker Danica McKellar (Broken Heart).

Jeannette developed and executed strategic marketing promotions for the MGM films "Hart's War" starring Colin Ferrell and Bruce Willis, "Windtalkers" starring Nicolas Cage, "The World Is Not Enough" starring Pierce Brosnan as well as Universal Pictures films "Jurassic Park III" starring Sam Neill and "The Mummy Returns" starring Brendan Fraser. The promotions were filmed on locations in Prague, London and Los Angeles.

For the past five years, Jeannette has been Associate Producer for "Michael Douglas and Friends" a televised celebrity golf tournament, which benefits the Motion Picture and Television Fund. She developed media strategies, executed license agreements, produced celebrity promos, and was liaison with hosts and celebrities including Michael Douglas, Catherine Zeta-Jones, Clint Eastwood, Don Cheadle, Joe Pesci, Samuel L. Jackson, Greg Kinnear, Martin Sheen, Haley Joel Osment, Sylvester Stallone, Kurt Russell, James Woods, Andy Garcia, James Gardner, Robert Wagner, Matthew McConaughey, Kyle MacLachlan, Alice Cooper and a multitude of other top celebrities.

Jeannette was Executive Producer of a documentary, "The Power of Small Change" which focused on the micro credit revolution with women in Egypt, India, Bangladesh, Indonesia, and the U.S. Additionally, she was Reporter-Producer-Director of Photography for an interview with F. Murray Abraham that was included in an independent documentary, "Repetition," which received honors at the 2005 Appellation Film Festival.

Jeannette is a graduate of The American Academy of Dramatic Arts where she developed her skills in acting, voice and movement. She also attended New York University majoring in Liberal Arts. She is a member of New York Women in Film and Television, the Entertainment Publicists Professional Society, The Publicity Club of New York and is an Associate Member of The Amateur Comedy Club. She resides in Manhattan and Southampton, NY where she enjoys cooking fine cuisine as well as gardening, biking and all outdoor activities.