



Heidi Packer 

Heidi Packer is the Co-Founder of the World Alliance Group, a brand management agency specializing in trademark licensing for fashion designers, food and beverage operators, entertainment and corporate brand owners. WAG maximizes brands' financial performance through geographic and categorical expansion, cultural adaptation, product innovation and operating efficiencies.

With over 30 years of experience in global licensing and strategic marketing initiatives, Heidi is recognized in the licensing industry as a leading visionary. Prior to forming her own business, Heidi was a senior executive at Viacom for 13 years where she oversaw multiple global licensing initiatives and new business projects for both MTV and Nickelodeon.

Heidi is also the Co-President of The Charles and Mildred Schnurmacher Foundation. The Foundation values the importance of enhancing and improving the lives of people by supporting diverse programs in the fields of Judaism, education, health and performing arts.

Heidi serves on the Anti-Defamation League's NY/NJ Regional Board and was the Chair from 2021-2023 as well as serving on the Rodeph Sholom School board from 2011-2012 and help found two 501(c)3 not for profits, Celebrate U and Wish Together, Swish Together that are run by her children.

Heidi holds a Business Administration degree in Marketing from Emory University. She resides in both New York City and Miami with her husband and three children.