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A native Bostonian, Donna Garcia is an accomplished international marketer and freelance writer. Her marketing experience includes three years at the United States Embassy in London and work for Blockbuster Entertainment, where she helped position the company for its sale to Viacom. Since moving to Atlanta in 1994, she has directed international and domestic marketing for Manhattan Associates, and conducted a nationwide rebranding campaign for Cartersville-based Primrose School Franchising Company. Author of numerous articles on marketing and co-author of a book, Donna holds a master's degree in communications and was honored with the prestigious Novak Award for Excellence in International Studies.

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