



DIANE McGRAW

President, McGraw Productions

Executive Producer, The Pennsylvania Experience

From June 2013 - January 2015, Diane served as the Executive Director of Travel, Tourism and Film for the Commonwealth of Pennsylvania, overseeing the promotion of 11 regions and 9 regional film offices, marketing the State both domestically and internationally as a major tourist destination and as a premiere film, TV and commercial production location.

In 1988, she became one of the country's first female executives representing the sports commission industry and for the past 30 years served as an executive in the sports and entertainment industry, marketing 4 major U.S. cities as President of the Los Angeles Sports and Entertainment Commission, President of the Central Florida Sports Commission, President of the Louisville Sports Commission and Executive Director of the Philadelphia Sports Congress. She was appointed Chair of the National Association of Sports Commissions, an industry association representing over 600 members across the U.S.

She managed the day to day operations of each organization, represented each city in their bids to host major international and national sports events and was responsible for bidding, hosting and producing a wide range of events including, the Army Navy Game, MLB All Star Game, NHL All Star Game, PGA Championships, Ryder Cup, World Cup Soccer, AVP Volleyball and several U.S. Olympic and NCAA championship events. She secured the Grammy Awards as the first premiere event in the Staples Center and relocated the AFI Film Festival to the City of Hollywood.

McGraw began her professional career in 1978 in New York, as the Executive Assistant to the President of the Screen Actors Guild and Astoria Motion Picture Studios in Astoria, Queens. She secured rights to the I LOVE NY logo and produced the I Love NY Pro-Celebrity Tennis Tournament held at Forest Hills and the National Tennis Center in Flushing Meadows, NY. This event helped launch her into a career in sports management and production.

McGraw's background in management, marketing, strategic planning, government relations and production will uniquely provide the expertise to successfully launch and manage the Pennsylvania Experience.