



## **VIRGINIA ZIMMERMANN, DIRECTOR OF COMMUNICATIONS AND PUBLIC RELATIONS**



With more than a decade of experience in Public Relations, Virginia Zimmermann is responsible for strategic communications at SeaPort Manatee.

Originally from Virginia, she grew up in Germany and started her communications career working for Loyalty Partner GmbH, a leading international provider of loyalty management and marketing solutions within the American Express Group.

Since joining SeaPort Manatee in 2013, Zimmermann has earned designation as a certified port executive from the MacDonnell Group and has led numerous award-winning endeavors most recently with the port's official directory being recognized with a communications award of distinction from the American Association of Port Authorities.

Virginia recently served as the first vice president of the Port Manatee Propeller Club, a full-service organization dedicated to the enhancement and well-being of all maritime community interests on a local, national, and international basis. In 2019 Zimmermann was named the International Propeller Club of the United States' International Member of the year, selected from more than 6,000 members worldwide.

Virginia earned her bachelor's degree in business administration and tourism from the University of Applied Sciences in Munich, Germany. She holds a graduate certificate in Global Strategic Communication and a Master of Arts degree in Mass Communication, both from the University of Florida. Virginia is also a graduate of the Leadership Manatee program, Manatee County's premier leadership training program designed to expose current and future leaders to all aspects of Manatee County.