

NEWS / Monterey County Film Commission

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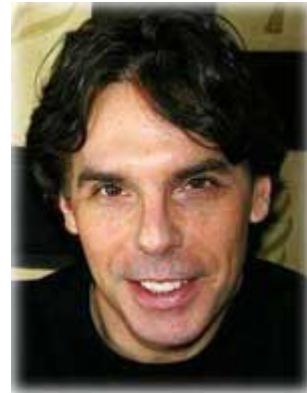
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Monterey County Film Commission Names Joe Fletcher as Director of Development and Operations

(Monterey, Calif.) – The Monterey County Film Commission has named Joe Fletcher of Carmel Valley as its director of development and operations.

Fletcher joins the film commission after 25 years in the entertainment business. He has worked in film production, including Madonna’s “Who’s That Girl” and “What About Bob?”. He produced over 900 major concert events throughout the world for such artists as Beyonce, Jay Z, Elton John, James Brown, Van Halen, Jackson Browne, Kelly Clarkson, Bill Cosby, Jessica Simpson, 50 Cent, Maroon 5, Eminem, Tim McGraw and many others.



In 2008 he was invited to work on fundraising events for the Obama for America campaign, both on the Monterey Peninsula and in Washington, D.C. After the election Fletcher produced the Obama Inaugural event, “Lincoln 2.0 Inaugural Ball,” at the Smithsonian Museum. It featured Anita Baker, Keb Mo, Kool & The Gang and more, with proceeds benefiting the Smithsonian Museum.

Fletcher is a graduate of Hampshire College in Amherst, Mass., with a bachelor’s degree in economics. In his earlier career he ran U.S. Abroad, an import-export company focused on promoting American consumer electronics throughout Europe. He was based in London overseeing operations there and later participated in the company’s expansion to Western Africa.

“I am extremely excited to put my energies into the Monterey County Film Commission,” Fletcher said. “I look forward to joining the efforts to attract film business to the region and grow the organization.”

The Monterey County Film Commission is a nonprofit organization working to bring about economic development in the county through the film industry. The commission was created in 1987 by the Monterey County Board of Supervisors.

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