

Anne Gorfinkel

As Vice President and Executive Director of Educational Outreach for Sesame Workshop, Anne Gorfinkel is responsible for the strategic management and oversight of Workshop public service initiatives around the world that reach beyond television into local communities, schools, health and childcare settings to address the unmet needs of children and the people who care for them. These multi-media projects promote literacy, respect and understanding, and health. Formerly, Gorfinkel was the Vice President of Project Development and Management responsible for current Workshop properties (Dragon Tales, Sagwa The Chinese Siamese Cat, Tiny Planets) and international Sesame Street coproductions in developing countries.

Prior to joining Sesame Workshop, Gorfinkel oversaw programming at Thirteen/WNET, the flagship public television station in New York, where her responsibilities included local and national scheduling, acquisitions, production, on air branding, promotion and affiliate relations. She was a production manager for the nightly MacNeil/Lehrer NewsHour, at MTV Networks and at a variety of independent production companies. She began her career at the innovative Television Laboratory at Thirteen/WNET on the PBS documentary series Non Fiction Television.

Gorfinkel has served on many public television advisory boards and is committed to using media to improve people's lives. She holds a Bachelor of Arts degree magna cum laude in European History from Brown University and is married with two sons – her most challenging focus group.