



Oct. 9-11, 2024

DMACC | Ankeny FFA Enrichment Center

Speaker & Professional title:

Anne Lawrie, Cycling Division Director

Speaker Biography:

Anne Lawrie is a 20-year marketing and event professional. Specializing in experiential marketing and promotion, Lawrie started her career at American Girl Place Chicago and Hershey’s Chocolate World Chicago before moving back to her hometown of Des Moines, Iowa in 2014. Lawrie was in the right place at the right time in the fall of 2019 and took over leadership responsibility for RAGBRAI during management changes and the pandemic. In her fourth year, she now focuses on community engagement, marketing, and overall ride sustainability for RAGBRAI.