

Albuquerque Film + Music Experience Executive Director Stepping Aside After 12 Years

Organization announces Kira Sipler as new Executive Director



Albuquerque, New Mexico Feb 1, 2024 ([Issuewire.com](https://www.issuewire.com)) - [Albuquerque Film and Music Experience \(AFMX\)](https://www.afmxnm.com) welcomes Kira Sipler, current Director of Operations and Filmmaker Liaison, to its Executive Director position. With a strong background in volunteer coordination and a deep passion for the creative community, Sipler is poised to lead AFMX into a new era of celebrating talent in film and music while nurturing opportunities for local artists.

Ivan Wiener, Founder and Executive Director of AFMX, elaborated. “After 12 years at the helm of the Albuquerque Film & Music Experience, I am stepping aside as its Executive Director. As many of you know, AFMX has been my greatest passion. I have decided to pursue producing projects full-time and spend valuable time with my children and family. Sticking with AFMX’s mission of providing opportunities for future generations and creatives, it is also healthy to provide opportunities to those who work within the organization to realize their potential in leadership.”

After careful consideration, the AFME Board of Directors (the nonprofit that powers AFMX) unanimously

voted for Sipler to assume the role of Executive Director starting February 1. Sipler possesses extensive knowledge of the entertainment industry. As the AFMX Director of Operations and Film Liaison, she has worked side by side with Ivan in elevating the organization to new heights with filmmakers, volunteers, talent, industry professionals, and audiences.

“I am proud and honored to become AFMX's new Executive Director. Since beginning with AFMX as its Volunteer Coordinator, I've been fortunate to meet and work with many talented volunteers, community members, filmmakers, and industry mentors. I'm grateful to Ivan for all he has done for Albuquerque, the creative community, and the AFME board for this tremendous opportunity. I am committed to upholding AFMX's commitment to celebrating national and international talent in film and music and cultivating opportunities for our New Mexico creative community. Most of all, I look forward to working with our multi-talented volunteer team who help make AFMX an amazing experience,” said Sipler.

Wiener will continue to serve on the AFME Foundation Board of Directors, heading fundraising and sponsorship committees and acting as a consultant. “I can assure you, AFMX is in excellent hands with our new Executive Director, Kira Sipler, and the amazing team we have built,” Wiener elaborated.

“To the many thousands of people whom I have met, collaborated, and worked with, I thank you from the bottom of my heart for making my life so much richer through this incredible journey. I hope I have made an impact on the community through our programs. Working with many volunteers, staff members, filmmakers, musicians, industry professionals, and students has been an absolute honor. I have been blessed beyond belief with the most amazing memories, experiences, and personal and professional relationships built during my tenure,” Wiener said.

AFMX's renowned annual event celebrates the intersection of film and music in Albuquerque, New Mexico. Focusing on showcasing national and international talent, AFMX provides a platform for artists to share their work and connect with industry professionals. The organization supports local artists and fosters a thriving creative community.

About AFMX: AFMX enhances cultural richness by integrating film and music programs that provide entertainment and education for the community, contributing to the creative economy and supporting Albuquerque as an epicenter for film, music, and the arts; AFMX brings together award-winning and up-and-coming filmmakers and musicians from around the world to showcase and celebrate film and music and provide a platform for education, collaboration, discovery and the sharing of impactful stories.

[About AFME Foundation](#): The AFME Foundation, a non-profit 501 (c)(3) organization, supports the nurturing, success, and growth of a vibrant creative community, specifically through film, music, and the arts, and seeks to help further a world-class economic center of excellence for these industries in Albuquerque, New Mexico. It produces the Albuquerque Film & Music Experience (AFMX), an annual film and music festival that attracts prominent attendees, filmmakers, musicians, and visionaries from around the globe to celebrate the art of storytelling and collaborate into the future. The Foundation also supports the Albuquerque film, music, and art scenes by creating, facilitating, and supporting mission-based projects and programs. AFME provides opportunities through AFMX for future generations while increasing exposure and economic impact for the City of Albuquerque, the State of New Mexico, and our partners. AFMX has produced over \$12 million in economic impact and has welcomed over 214,000 attendees since 2012.

About Kira Sipler: Sipler's passion for storytelling ignites both on-screen and behind the scenes. Raised in New Mexico, this filmmaker crafts award-winning content through her company, Jouska Road Productions. Sipler's passion for the film industry led her to take on critical roles in prominent organizations. In 2020, Sipler joined AFMX as its Volunteer Coordinator, then advanced to its Director of

Operations, navigating projects from drive-in movies, events, and virtual and live festivals. As the Volunteer and Logistics Director for the Seattle Film Summit, she played a pivotal role in revamping operations, resulting in a staggering reach of over 40,000 targeted participants for festival operations and doubling attendance from each prior year.

Behind the scenes, Sipler continues to work as a Screenwriter, Assistant Director, Producer and Director. She thrives in the collaborative energy of film sets, leaving impactful legacies like the viral shorts "Period," with over 7 million views, and "Jameson," with over 4 million views. Sipler and her writing partner were two of the first ten writers out of 200 entries admitted into the Inaugural New Mexico Film Office New Voices program, presented by Stowe Story Labs in 2022. Her first screenplay, "[Autumn Waltz](#)," won numerous awards and was distributed by Amazon Prime. Sipler attended Albuquerque High School and received her Bachelor of Arts in Fine Arts from the [University of New Mexico](#).

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