

CURRICULUM VITAE Kelly H. Tweeddale

EXPERIENCE

July 2007-Present

Executive Director

Seattle Opera

P.O. Box 9248, Seattle, WA 98109-0248

Received title upgrade to reflect the increased level of responsibility for expanding collaborative partnerships throughout the community and the larger opera sector. Currently working with ArtsFund on a national initiative: Project Audience, funded by the Andrew W. Mellon Foundation; University of Washington School of Music in merging resources for young artists training and performance; and Seattle Center in completing Theater District plan. Currently restructuring \$75 million Seattle Opera campaign focused on capital, endowment, and artistic needs to a smaller initiative compatible with the current economic and donor climate. Leads the technology initiative for the company focused on understanding how new technologies interface with our external and internal goals.

December 2002-July 2007

Administrative Director

Seattle Opera

P.O. Box 9248, Seattle, WA 98109-0248

Executive in charge of all business operations for company including marketing, production, technical, facilities, development, finance, education, and human resources. Responsible for fiscal management of a \$25+ million annual budget, and all other company resources. Key liaison with Seattle Center in the building and operation of Marion Oliver McCaw Hall, and manages relations with public officials and Seattle Opera Board of Trustees. Oversees company's long-range strategic planning function and capital planning needs. Completed \$127 million capital fundraising campaign in partnership with Pacific Northwest Ballet and Seattle Center.

Director of Marketing and Communications

Seattle Opera
P.O. Box 9248, Seattle, WA 98109-0248

October 2000 – Dec. 2002 Oversaw all components of marketing, sales, public relations and communications for Washington state's only professional opera company. Responsibilities included creating and implementing marketing and communications strategies for Seattle Opera and activities related to the major renovation of Seattle Center Opera House, that reopened in June 2003 as Marion Oliver McCaw Hall. Was responsible for earned revenues in excess of \$8.3 million, managing appropriate budgets for the company, and positioning the company as America's premier Wagner company. Developed, implemented and evaluated all internet and e-commerce strategies for the company.

Director of Marketing and Public Relations

The Cleveland Orchestra
11001 Euclid Avenue, Cleveland, OH 44106

June 1998 – September 2000 Directed all aspects of communications for The Cleveland Orchestra including international, national and regional public and media relations; all marketing functions generating over \$10 million in annual sales; and all institutional key messaging and positioning. Created organization's first-ever branding campaign, oversaw strategic planning and implementation of goals related to external audiences and the reopening of Severance Hall - America's most beautiful concert hall - and oversaw the public communications strategies for the selection of a new music director. Directed all technology initiatives related to e-commerce, web development, online ticketing, and specific internet music distribution initiatives. Introduced loyalty/permission programs, database modeling and data mining initiatives; and created parallel relationship marketing strategies. Supervised a staff of 20 in the following areas: marketing, public relations, retail, sales and publications.

Director of Marketing & Communications

Seattle Symphony
P.O. Box 21906, Seattle, WA 98111-3906

October 1987-June 1998 Managed all facets of the marketing, public relations, and sales functions of Seattle's largest arts organization. Responsibilities included management of all earned revenue programs totaling \$4 million for fiscal year 1997 and making executive reports to the Board of Directors. Oversaw all strategic marketing aspects of the

Seattle Symphony's \$109 million capital campaign that included building and opening a new facility - Benaroya Hall. Supervised Ticket Office, Public Relations and Marketing staff. Duties included preparing and allocating appropriate annual budgets, developing an extensive five year long-range communications plan and supervising all advertising, direct mail, promotion, Internet/telecommunications and telemarketing programs. Established the first Seattle arts website to offer online ticketing and became the #1 generator of online ticket revenue in the orchestra industry.

Marketing Communications Coordinator

Northern Life Insurance Company
P.O. Box 12530, Seattle, WA 98111

July 1985-October 1987

Responsible for writing, editing, and producing all advertisements, press announcements, and promotional material on a national level. Duties included managing direct mail campaigns, copy writing, design, and coordinating all phases of print, broadcast, and audio-visual projects. Created the first electronic demo diskette for the company for agent prospecting along with a relationship database tracking system.

EDUCATION

University of Washington
Bachelor of Arts, Seattle, WA

August 1985

B.A. - Communications: Advertising
Dean's List - 1984, 1985
Additional course work included dance, fine art, design, and pre-med curriculum.

SERVICE & AWARDS

Puget Sound Business Journal Women of Influence Award
2011

Chosen from over 170 nominees to receive one of fifteen Women of Influence Awards that honor women within the business community who have the authority and power to move the needle in their businesses, are respected for accomplishments within their industries, give back to their community, and are sought out as respected advisors and mentors within their field of influence.

Seattle Center 50th Anniversary Ambassador
2009 to present

Part of a group of community of leaders that will provide Seattle Center guidance in planning the 2012 50th Anniversary of the Seattle World's Fair. The ambassadors will join Seattle Center to help create and promote monthly dialogues and experiences in the areas of science and technology, global health, learning, sustainability, commerce and the innovation economy, and civic action. Art, culture and design will be experienced, created and exhibited throughout the six-month celebration.

October 2008 to present

Project Audience

ArtsFund representative, Phase I & Phase II

Project Audience is a community of practice committed to building lasting connections through arts and culture. Our core strategy involves developing collaborative, affordable, sustainable technologies to help local, regional, and national-level arts service organizations to support activities and services encouraging more people to get more involved in the arts, and in cultural programs and activities. Phase I and II have been funded by the Andrew W. Mellon Foundation. See www.projectaudience.org

Practitioner User Council

The Wallace Foundation. 2009 to present

Serve as an organizational consultant over a 14 month period to review various case studies funded by The Wallace Foundation to help refine the practical uses within the arts sector.

Takepartinart.org

Board of Directors, 2009 to present

www.takepartinart.org is a local calendar that is targeted at attracting new audience members to the performing and visual art organizations throughout King and Pierce counties.

Arts Coalition Initiative

Steering Committee Chair, 2004 to 2009

Led an innovative effort funded via the Seattle Foundation Anne Farrell Leadership Grant to position the arts as an important industry sector and a key component and contributor in creating the vibrant region in which we live. The initiative combines values based research, dialogue sessions at key decision-making tables within the region, and a unified public participation campaign and resulted in the launch of the website www.takepartinart.org

The Burke Museum Association

Co-chair, Nominating Committee 2008 to present
Vice Chair, 2006 to 2008
Board of Directors, 2003 to present

The Burke Museum, located on the campus of the University of Washington in Seattle, is a major national resource for information on the natural and cultural history of the Pacific Northwest and is the only major natural history museum in the Northwest. Service on the advisory board that oversees the expansion and resource development needs of the state's only natural history museum.

Tessitura Network, Inc.

Chair, Board of Directors, 2007 to 2009
Vice Chair, Board of Directors, 2004-2007

Tessitura Network, Inc. is a member (licensee) owned nonprofit corporation established by Tessitura licensees to provide long term support and development for state-of-the-art arts sector software and keep the application focused on the primary mission to "support, enhance and improve the Tessitura arts organization software in order to meet the operating needs of the Tessitura users and keep the software functionality and capabilities at the forefront of the industry."

Instructor, University of Washington Extension

Arts Management Certificate Program, 2003-2006

Instructor for the arts marketing component of the University of Washington's Arts Management Certificate Program. The program was aimed at providing valuable training for those interested in entering into management for an arts organization as a second career or as a professional development opportunity for middle managers already working in the arts. Team taught with Ben Moore, Managing Director of Seattle Repertory Theater and Christine O'Connor, consultant with Albert Hall & Associates.

References available upon request.