

ASPEN • LEADERSHIP • GROUP

**VICE PRESIDENT OF DEVELOPMENT
ATLANTA SYMPHONY ORCHESTRA**

Atlanta, Georgia

<http://atlantasymphony.org>



The Aspen Leadership Group is proud to partner with the Atlanta Symphony Orchestra in the search for a Vice President of Development.

Reporting to the Executive Director of the Atlanta Symphony Orchestra, and working in close collaboration with the Woodruff Arts Center's VP of Development for Annual Giving, the Atlanta Symphony Orchestra's Vice President of Development will design and execute on a comprehensive development strategy for the Atlanta Symphony Orchestra, with a focus on individual, foundation, and government giving. As a member of the annual giving leadership team, the Vice President of Development will oversee and execute on annual and long-term/multi-year fundraising efforts and serve as the senior fundraiser for the orchestra.

Celebrating its 73rd season, the Atlanta Symphony Orchestra continues to affirm its position as one of America's leading orchestras with excellent live performances, renowned guest artists, and engaging education initiatives, all under Music Director Robert Spano and Principal Guest Conductor Donald Runnicles.

As the cornerstone for artistic development in the Southeast, the Atlanta Symphony Orchestra performs a full schedule of more than 200 concerts each year, including educational and community concerts, for a combined audience of more than half a million people. The orchestra and its audiences have together explored a creative mix of programming, including the Atlanta School of Composers, which reflects Mr. Spano's and the Orchestra's commitment to nurturing and championing music through multi-year partnerships defining a new generation of American composers. In addition, the orchestra's Music Director since 2001, Robert Spano, was named Musical America 2008 Conductor of the Year.

During its 33-year history with Telarc, the orchestra and chorus have recorded more than 100 albums and its recordings have won 28 GRAMMY® Awards in categories including Best Classical Album, Best Orchestral Performance, Best Choral Performance, and Best Opera Performance. The orchestra continues to record regularly on its new in-house label, ASO Media, which demonstrates the orchestra's commitment to celebrating classical masterworks while continuing to perform, commission, premiere, and record works by today's leading composers.

REPORTING RELATIONSHIPS

The Vice President of Development will report to the Executive Director, serve on the institution's leadership team, and work in close collaboration with the Vice President of Development for the Woodruff Arts Center.

PRINCIPAL OPPORTUNITIES

Following successfully renegotiated labor contracts in 2012 and 2015, the Atlanta Symphony Orchestra is now on a journey of renewal. Operating in surplus/operating balance mode for the last three fiscal years, ASO is positioned for growth in its individual and foundation donor campaigns. Its earned revenues have enjoyed a healthy uptick and are growing sustainably. ASO is looking for fundraising leadership talent that will transport its individual and foundation operations to the next level with a 5-year plus plan for growth. The Vice President of Development will have the opportunity to engage in a staffing assessment and design a comprehensive fundraising strategy, including a capital campaign in collaboration with community Arts Partners, that will allow this vital component of the Atlanta creative and social community to continue upon its current positive trajectory.

PRIMARY RESPONSIBILITIES

The Vice President of Development will

- serve as an active, engaged member of the leadership team;
- develop and implement a comprehensive development strategy to secure contributed revenue from individuals, foundations, government grants, and special events;
- meet or exceed all annual and long-term fundraising goals for the organization;
- determine the appropriate size and structure of the ASO Development staff;
- work collaboratively with and in support of volunteers and other staff to cultivate and solicit donors in order to meet or exceed annual contributed revenue goals;
- participate in all aspects of the gift cycle for major donors;
- effectively manage, develop, and coordinate the work of the ASO's development team in efforts to build a vibrant and comprehensive development program for individual donors;
- establish systems to transition mid-level gifts to major gifts;
- oversee the development of a strategic broad-based giving campaign for entry-level donors, and the plan to grow donors' investment in the organization;
- successfully execute signature fundraising events, working alongside volunteer leadership to meet or exceed revenue goals associated with each event;
- work collaboratively with the senior staff of the ASO, the ASO Board, and the Senior Director of Development/Transformation Campaign Director to design and execute a major capital and/or endowment campaign effort (including helping to determine appropriate timing);
- work in partnership with other advancement and Arts Partner staff on projects;
- work collaboratively as a senior member of the Woodruff Arts Advancement team;
- represent the Atlanta Symphony Orchestra's mission, programs, and message with stakeholders and help to activate a broad segment of the community behind ASO's mission;
- collaborate with the ASO's Chief Financial Officer to ensure proper accounting for all fundraising income and pledges and reconcile records in Tessitura and Great Plains;
- coordinate and collaborate with the corporate fundraising team on ASO corporate sponsorships;

- serve as liaison to ASO Board of Directors, ASO Development Committee, and other key stakeholders to deepen engagement of donors with the work of the ASO; and
- serve as a successful strategic partner and committed teammate of the ASO's Senior Staff.

ARTISTIC LEADERSHIP



Robert Spano
Music Director

Conductor, pianist, composer, and pedagogue Robert Spano is known worldwide for the intensity of his artistry and his distinctive communicative abilities, creating a sense of inclusion and warmth among musicians and audiences that is unique among American orchestras. Celebrating his 16th season as Music Director of the Atlanta Symphony Orchestra, this imaginative conductor has been

responsible for nurturing the careers of numerous celebrated composers, conductors, and performers, and enjoys collaborations with composers and musicians of all ages, backgrounds, and abilities. As Music Director of the Aspen Music Festival and School, he oversees the programming of more than 300 events and educational programs, including the Aspen Conducting Academy. The Atlanta School of Composers reflects Spano's commitment to American contemporary music. He has led ASO performances at Carnegie Hall, Lincoln Center, and the Ravinia, Ojai and Savannah Music Festivals.

With a discography of critically acclaimed recordings for Telarc, Deutsche Grammophon and ASO Media, Robert Spano has won six Grammy Awards with the Atlanta Symphony. Spano is on faculty at Oberlin Conservatory and has received honorary doctorates from Bowling Green State University, the Curtis Institute of Music, Emory University and Oberlin. Maestro Spano is one of two classical musicians inducted into the Georgia Music Hall of Fame, and lives in Atlanta.



Donald Runnicles
Principal Guest Conductor

Donald Runnicles is concurrently the General Music Director of the Deutsche Oper Berlin (DOB), Chief Conductor of BBC Scottish Symphony Orchestra (BBC SSO), and Music Director of the Grand Teton Music Festival in Jackson, Wyoming, USA. Mr. Runnicles is also Principal Guest Conductor of the Atlanta Symphony Orchestra (ASO).

His career can be characterized by close, enduring, and extensive relationships with a number of opera companies and orchestras; and his musical identity is defined by the quality of his performances which are strongly centered in grand romantic opera and symphonic repertory of the late 19th and 20th centuries, and their traditions around which the current opera and symphony institutions were built.

His association with the ASO began with a guest engagement in 1999, and quickly matured into an abiding musical relationship of increasing accomplishment and depth. The ASO conferred upon him the title, "Principal Guest Conductor" in 2001 and, together with ASO music director Robert Spano who began the same year, they began an era for the ASO defined by a rare symbiotic partnership, and musical growth that the ASO had not seen since the era of Robert Shaw. He spends two to three weeks each season with the ASO, and after a dozen years of making music together, has explored all corners of symphonic and choral repertory.

Among the awards bestowed upon him are the Order of the British Empire (OBE) and honorary degrees from Edinburgh University, the San Francisco Conservatory of Music, an honorary doctorate from the Royal Scottish Academy of Music and Drama.

KEY COLLEAGUES



Jennifer Barlament
Executive Director

Jennifer Barlament joined the Atlanta Symphony Orchestra in January 2016 as Executive Director. Together with Music Director Robert Spano, Barlament continues to define and execute the strategic vision for the Atlanta Symphony Orchestra, both artistically and financially, while engaging key audiences to make that vision a reality.

Barlament has nearly two decades of experience leading orchestras across the country, most recently as General Manager of The Cleveland Orchestra. In Cleveland, she managed the operations of the Orchestra and its two performance venues, Severance Hall and the Blossom Music Center. A lifelong musician, Jennifer previously served as Executive Director of the Kalamazoo Symphony Orchestra and General Manager of the Omaha Symphony. In 1998, Barlament was accepted into the highly competitive Orchestra Management Fellowship Program of the League of American Orchestras. She worked in all aspects of orchestra management during Fellowship assignments with the San Francisco Symphony, the New Jersey Symphony, and the Detroit Symphony. Following the Fellowship, she returned to the Detroit Symphony as Director of Special Projects and was then appointed Concert Manager of the Baltimore Symphony.

Barlament earned her bachelor's degree in music with a minor in physics at Emory University, where she received awards for both music and academic performance. She earned a master's degree in clarinet performance from the Eastman School of Music in Rochester, NY, where she also founded the New Eastman Symphony. In 2013, Barlament was the recipient of the League of American Orchestras' prestigious Helen M. Thompson Award, given every two years to an early-career executive director.

Barlament resides in Druid Hills with her husband Kenneth Potsic, a bassoon repair and restoration specialist, and their son David.



Toni S. Paz, CFRE
Director of Development

Toni Paz has spent over 20 years in the orchestra industry engaging donors as a fundraising professional. As a clarinet player and lifelong music lover, she works to build relationships with patrons, to create connections with the music on-stage and with musicians off-stage, and to create a sense of a community for classical music enthusiasts.

While still in graduate school, Paz worked for the Cincinnati Symphony Orchestra as a music librarian before moving to Baltimore. She spent 7 years with the Baltimore Symphony, starting as an usher and ultimately becoming the Director of Individual Support. In 2006, Paz joined the Atlanta Symphony as Director of Individual Support until joining the Jacksonville (Florida) Symphony Orchestra as Vice President of Marketing and Development. She returned to the Atlanta Symphony Orchestra as Director of Development in June 2016. In addition to serving as Director of

Development for the Atlanta Symphony Orchestra, Paz has served on the Association of Fundraising Professionals First Coast Chapter Board of Directors, as Chair of the Education Committee for Planet Philanthropy 2015, and has been a volunteer Court Appointed Special Advocate since 2008. Paz currently serves as a mentor for the Atlanta AFP Chapter's Diversity Fellows/Mentor Program.

Paz holds a masters degree in music performance from the Cincinnati College-Conservatory of Music and has maintained the CFRE (Certified Fund Raising Executive) designation since 2005.



Doug Shipman

President and Chief Executive Officer, Woodruff Arts Center

Doug Shipman is President and Chief Executive Officer of the Woodruff Arts Center, home to the Alliance Theatre, the Atlanta Symphony Orchestra and the High Museum of Art. Doug became the Arts Center CEO in July 2017, after serving as Chief Executive Officer and Managing Director of BrightHouse, a stand-alone business unit of the Boston Consulting Group since 2015. Prior to that role, Doug was the founding Chief Executive Officer of the National Center for Civil and Human Rights in Atlanta from 2007 through 2015. Starting from the ground up, he developed the Center's business strategy, its fundraising strategy and its public engagement plan that led the \$100 million museum to become a reality. From 2001 until 2007, Doug was a principal with the Boston Consulting Group at its offices in New York, Atlanta and Mumbai. He led project teams on several continents in a variety of industries and functional areas, including financial services, travel and tourism, medical devices, airlines and consumer foods.

Shipman, an Arkansas native, is a magna cum laude graduate of Emory University, with B.A. degrees in Economics and Political Science. He received a Master of Theological Studies from Harvard Divinity School and a Master of Public Policy from the John F. Kennedy School of Government at Harvard, both in 2001.

Shipman is a member of the Board of Trustees of The Carter Center and a member of the Board of Directors of the Metro Atlanta Chamber of Commerce, the Midtown Alliance, the Atlanta Convention and Visitors Bureau, and the National Center for Civil and Human Rights. He is active with the Harvard Alumni Association and the Emory Alumni Association where he is a past President. He was named one of the 100 Most Influential Atlantans by the *Atlanta Business Chronicle* from 2011-2013.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Vice President of Development should have

- demonstrated success in securing six-figure gifts and building a cohesive, successful team;
- knowledge of modern constituency building techniques, including a focus on donor-centricity;
- a friendly and professional demeanor that engenders relationships with donors and colleagues;
- ability to work on a variety of projects simultaneously;
- sound computer and technical skills (Microsoft Office and non-profit CRM); and
- motivation and superior organizational skills.

A bachelor's degree is required for this position as is a minimum of 10 years of development experience; preferably with arts knowledge/background as well as capital and endowment campaign experience. A master's degree is preferred.

SALARY AND BENEFITS

The Atlanta Symphony Orchestra offers a competitive benefits and compensation package.

LOCATION

This position is located in Atlanta, Georgia at The Woodruff Arts Center, one of the largest arts centers in the world and home to the Tony Award-winning Alliance Theatre and The High Museum of Art, the leading art museum in the Southeast. Nearly one million patrons travel to The Woodruff for outstanding theatre, music, and exhibitions each year.

DIVERSITY AND INCLUSION

The Woodruff Arts Center and its arts partners—The Alliance Theatre, the Atlanta Symphony Orchestra, and the High Museum of Art—are committed to equity, diversity, and inclusion in all areas of their work, including their artistic and education programs, their recruitment of staff and volunteers, and the composition of their Board of Directors.

The Woodruff Arts Center provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, gender, sexual orientation, national origin, age, marital status, handicap or disability, or status as a Vietnam-era or special disabled veteran in accordance with applicable federal and state laws. In addition, the Arts Center complies with applicable state and local laws governing nondiscrimination in employment in every location in which the Arts Center has facilities. This policy applies to all terms and conditions of employment, including but not limited to, hiring, placement, promotion, termination, layoff, recall and transfer, leaves of absence, compensation, and training.

APPLICATION DEADLINE

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, contact Anne Johnson: annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.

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