



**SENIOR DIRECTORS OF BUSINESS DEVELOPMENT
ADVISORY BOARD FOR THE ARTS**
[Advisory Board for the Arts](#)



The Aspen Leadership Group is proud to partner with Advisory Board for the Arts in the search for four Senior Directors of Business Development. Senior Directors will be based, respectively, in the United States, in the United Kingdom, in Asia (country is flexible), and in Australia.

Launched summer 2019, the Advisory Board for the Arts is a unique, for-profit, membership-based consultancy and research organization, the only global company providing strategic advisory services dedicated to mission-driven arts organizations across disciplines and across the world. The Advisory Board for the Arts (ABA) is the fourth company built over the last 40 years on a unique shared learning methodology that uses a combination of best practices research, rigorous data analysis, and traditional consulting techniques to provide arts organizations worldwide the strategies to impact their most complex and pervasive problems and biggest opportunities. The long-term vision is for ABA to become the definitive engine for transformative change in the arts world, the single most valuable resource worldwide for arts organizations focused on long-term health and innovation.

A completely new approach to helping arts organizations. ABA is adapting to the arts world the model of three highly successful companies that all started as one in the 1980s and have been revolutionizing the performance of the respective industries they serve: Global Fortune 500 companies, Healthcare, and Education (universities and schools). The three companies are the Corporate Executive Board (now owned by Gartner), the Advisory Board Company (now owned by United Healthcare), and the Education Advisory Board (owned by Vista Equity Partners).

The model gives arts organization a long-term partner – ABA – that becomes an extension of their staff in the identification and implementation of best-practices aimed at addressing their toughest challenges. ABA’s focus is on the most important common issues, as determined by the members, including attendance growth, digital innovation, fundraising, financial management, managing diversity, equity and inclusion, and marketing and communications, just to name a few. ABA will identify its members’ issues of greatest interest and, over the course of a given year, study the definitive set of best solutions to those issues, working then with each member to adapt the solutions to their own organizations.

An unprecedented focus on Return on Investment (ROI). With any topic area ABA tackles on behalf of members, the basis of research is the entire world of the arts, searching far and wide for the counter-intuitive or little known, but proven, solutions – often even adapting solutions from other industries. ABA’s goal will be to directly impact the key performance metrics of its participating arts organizations: increasing revenue, reducing cost, increasing fundraising, all while also helping the organizations achieve their primary artistic goals. By using its unique methodology, ABA will broker the best ideas across hundreds of organizations and unlimited number of sectors and industries, thereby creating huge value that is otherwise impossible for a single organization to access alone.

ABA launched in the middle of 2019 and already includes among its launch members organizations such as Carnegie Hall, the Aspen Music Festival and School, Melbourne Symphony Orchestra, Wolf Trap Center for the Performing Arts, and the Goodman Theatre.

PRIMARY RESPONSIBILITIES AND PREFERRED QUALIFICATIONS

The Senior Directors of Business Development will

- focus initially and primarily on engaging individual arts organizations as well as develop approaches to donors, philanthropists, corporations and foundations as a means of engaging individual arts organizations;
- focus exclusively on a geographical market (we are seeking Senior Directors for U.S., UK/Europe, Asia, and Australia);
- leverage existing arts networks;
- generate early revenue;
- utilize outstanding “sales” skills with an ability to move towards closure;
- be driven by the achievement of business development goals;
- possess credibility with arts organization C-suite leaders;
- possess an entrepreneurial disposition and interest in working in the highly unstructured environment of a start-up;
- possess arts experience as well as a degree of non-arts experience (e.g., consulting, industry, business school);
- possess an ability to absorb and communicate a complex and unique product model; and
- possess an ability and desire to assume a leadership role overseeing other sales resources over time.

FOUNDER AND CHIEF EXECUTIVE OFFICER

Chris Denby

Chris brings 30 years of experience in the business world, both in consulting with McKinsey & Company, and as a top executive for almost 20 years at the Advisory Board Company. At the same time, Chris has spent 15 years deeply connected to and involved with a variety of organizations in the arts and broader non-profit world.

Chris was Executive Vice President of The Advisory Board Company until 2017. Over the course of his 19 years at the Advisory Board, Mr. Denby led its research division, created its leadership development business, and oversaw best practice research on issues ranging from healthcare strategy and nursing to philanthropy and high-performance leadership.

Prior to joining the Advisory Board, Mr. Denby was a strategy consultant with McKinsey & Company, in Washington, DC and Rome, Italy where he led projects for a broad spectrum of Fortune 500 companies in industries as diverse as consumer goods, energy, and banking. Upon returning to McKinsey in 2018, Chris led a portfolio of internal start-up companies focused on data and analytics solutions.

Chris is heavily involved in support of the arts and nonprofit organizations. He is Chairman of the Board of The Washington Chorus and Chairman of PostClassical Ensemble; he is also on the board of the Oslo International Arts Festival and has served on the boards of St. Albans School and the Halcyon Foundation.

LEARN MORE

To learn more about these positions, please contact Ron Schiller at ronschiller@aspenleadershipgroup.com.

To apply for these positions, visit: [*Senior Directors of Business Development, Advisory Board for the Arts.*](#)