



SENIOR DIRECTOR OF DEVELOPMENT/CHIEF DEVELOPMENT OFFICER

NEW YORK CITY BALLET

New York, New York

<https://www.nycballet.com>



The Aspen Leadership Group is proud to partner with the New York City Ballet in the search for a Senior Director of Development/Chief Development Officer.

The New York City Ballet (NYCB) seeks a highly motivated, experienced, collaborative, and creative individual with a demonstrated track record to serve as Senior Director of Development/Chief Development Officer. The Senior Director of Development/Chief Development Officer will be responsible for providing leadership to and management of the fundraising department in order to achieve an annual contributed income goal of approximately \$26 million in FY2019, and for developing strategies to increase overall contributed income significantly in future years, in addition to overseeing the completion of the Company's \$70 million capital campaign currently underway of which \$65 million has been raised to date.

The Senior Director of Development/Chief Development Officer will oversee a staff of twenty who seek contributed annual funds via five major fundraising sectors: foundation and government support; membership; major gifts; corporate sponsorships and special events (galas); and two additional staff members who manage the capital campaign. The successful candidate will work closely with members of the Board of Directors and will be the lead staff person dedicated to the Board's Development, Campaign and Nominating Committees and will serve as an integral member of the Senior Management Team.

New York City Ballet is one of the foremost dance companies in the world, with an unparalleled repertory of ballets, nearly all created for NYCB, many of which are considered modern masterpieces. The Company remains dedicated to the vision of its founders in pursuing two primary objectives: to preserve the ballets, dance aesthetic, and standards of excellence they established; and to develop new work that draws on the creative talents of contemporary choreographers and other artists. This mission is accompanied by a commitment to expand the audience and make ballet accessible to the widest possible public.

The Company was founded in 1948 by visionary arts patron Lincoln Kirstein and legendary choreographer George Balanchine, with the goal of producing and performing a new ballet repertory that would re-imagine the principles of classical dance. Today the Company has 94 dancers, a 62-member orchestra, an affiliated school (the School of American Ballet), and a laboratory for choreography (the New York Choreographic Institute). The Company performs a 21-week season in New York City each year, in addition to annual seasons at both its summer home at the Saratoga Performing Arts Center in upstate New York and at the Kennedy Center for the Performing Arts in Washington, DC.

REPORTING RELATIONSHIPS

The Senior Director of Development/Chief Development Officer will report to the Executive Director.

PRINCIPAL OPPORTUNITIES

Following Peter Martins' January, 2018 retirement after nearly 35 years as artistic leader of NYCB, the Company is in a time of major transition. While that can be unsettling in many ways, it also opens up tremendous potential for new energy, new thinking, and new creative opportunities. The Company is in an exceptionally strong position artistically and financially, with the base and underpinnings as solid as they have ever been, and the advent of new leadership will be a wonderful time to inspire board and donors with a new vision and provide excellent opportunities for donor cultivation and engagement. The Company has launched the formal search for the next artistic leader, the goal is to have completed the search by the end of 2018. Though the leadership change has been very challenging, the board and staff are looking toward the future and excited about what is ahead.

Beginning in 2010, new strategies on the earned and contributed income fronts along with efficiencies and operational changes on the expense side enabled the Company to emerge from a period of increasing annual deficits to a break-even budget in 2012 which we have continued to achieve for the past 6 years. Fundraising which had reached a roughly \$19 million annual plateau increased to approximately \$26 million by 2013 and has been at that approximate level since. The challenge before the next Senior Director of Development/Chief Development Officer is how to meet the future financial needs of the organization by getting from the current plateau to the next level. What new strategies and approaches will be successful in getting us there, and how do we further leverage the tremendous institutional assets to that end.

The Company is poised to meet this challenge. The senior leaders who will be the director's colleagues are strong and work very well together. We place a high premium on working collaboratively, especially important given the organization's many moving parts and the particularly close relationship and interdependence among programming, operations, marketing, fundraising partnerships, and public relations. Initiatives and strategies in programming, media, promotions, and strategic partnerships over the past several years have helped raise the organizational profile, enhance the brand, and grow and diversify audiences. A recently-launched diversity and inclusion initiative has full and enthusiastic support of the board and staff, and is already beginning to have an impact.

The individual directors within the development department are strong and the staff is stable. Our donors are loyal and passionate about the Company. Major corporate partnership agreements secured over the past several years have recently been renewed and are providing strong support and significant marketing/exposure benefits. Though there has been significant work done over the past several years that helped to lead to the increased contributed revenue, we feel strongly that there remains untapped fundraising potential particularly within the areas of gifts from individuals at a leadership level and through further developing planned giving.

We seek the candidate that will be able to build on these strengths and move the institution forward, as an integral part of the NYCB team.

—Katherine E. Brown, Executive Director

PRIMARY RESPONSIBILITIES

The Senior Director of Development/Chief Development Officer will

- advance the mission, vision, and goals of the New York City Ballet in concert with the Executive Director; Board of Directors; and senior leadership colleagues;
- create and execute fundraising plans and provide leadership to and management of the fundraising department in order to achieve an annual contributed income goal of approximately \$26 million in FY2019;
- develop strategies to increase overall contributed income significantly in future years;
- cultivate and solicit donors and potential donors as appropriate;
- oversee the completion of the Company's \$70 million capital campaign currently underway (total raised to date is \$65 million);
- oversee a staff of twenty who seek contributed annual funds via five major fundraising sectors: foundation and government support; membership; major gifts; corporate sponsorships and special events (galas); and two additional staff members who manage the capital campaign;
- hire, train, inspire, and guide staff toward accountable, goal-oriented outcomes;
- act as the lead staff person with the Board's Development, Campaign, and Nominating Committees;
- serve as an integral member of the Senior Management Team; and
- serve as an exemplary NYCB advocate in the community, with local leaders, business and corporate partners, building relationships across the community, and Board of Directors.

KEY COLLEAGUES



Katherine E. Brown
Executive Director

Katherine E. Brown is Executive Director of New York City Ballet and the David H. Koch Theater, overseeing the management and administrative functions of the Ballet and the Theater, and managing a budget of approximately \$86 million.

Prior to NYCB, Ms. Brown was the Chief Operating Officer of WNYC Radio, overseeing all non-programming areas of the nation's largest public radio station, including development, finance, marketing/public relations, digital operations, legal, engineering, human resources, and administration. She led a number of the organization's special initiatives, including the launch of its Jerome L. Greene Performance Space, and helped manage its acquisition of the classical music station WQXR.

Ms. Brown served in various capacities at Jazz at Lincoln Center (JALC) from 1997-2007. As Executive Director from 2005 to 2007, she was responsible for oversight of all aspects of the organization's operations, including JALC year-round concert, touring, media, and educational activities and the operations of Frederick P. Rose Hall. As Vice President of Development from 1997-2004, she led a capital campaign raising \$132 million to design and construct JALC's new home, Frederick P. Rose Hall.

From 1993 to 1997, Ms. Brown served as a manager of major gifts for The New York Public Library, where she directed the major gifts portion of a \$700 million capital campaign. From

1988 to 1993, she worked as the Director of Individual Giving for New York City Ballet, and from 1976 to 1987 served in various capacities at the National Endowment for the Arts.

Ms. Brown is a member of the Board of Trustees of Dance/USA and serves as chair of its Audit Committee and from 2014-2017 was chair of its Managers Council made up of the country's largest dance companies. She also serves as Board President of Field Papers, Inc. and of the Pick Up Performance Co(s). She has served as a dance panelist for the Department of Cultural Affairs, and has been a frequent commentator on business and the arts on various media outlets such as CNN, Bloomberg News, Fox Business Network, Wall Street Journal, and The New York Times, among others. She has a B.A. in music from Randolph College in Lynchburg, VA.



Karen Girty

Senior Director of Marketing and Media

Karen Girty is the Senior Director of Marketing and Media for New York City Ballet, managing the Company's brand, media, and audience development initiatives, and overseeing efforts to generate \$30 million in annual revenues. Prior to joining NYCB, she worked for Omnicom Group-owned Serino/Coyne LLC, one of the nation's largest live entertainment advertising agencies, where she directed teams that handled accounts for Broadway producers such as the Nederlander Producing Company of America and Richard Frankel Productions, an arts education program sponsored by Fidelity Investments, and The Metropolitan Opera. Working alongside the BBC and NBC television networks, Ms. Girty created a sales and advertising plan for the 2007 production of *Grease* that coordinated with the first-ever television reality series to cast a Broadway show. Advance sales for the production set a new record for a revival of a Broadway musical. In 2014, she was selected as a national finalist for Content Marketer of the Year by the Content Marketing Institute, in recognition for her work in this area for New York City Ballet. Ms. Girty has also held positions with The New 42nd Street/The New Victory Theater, Brooklyn Center for the Performing Arts, and Pittsburgh Ballet Theater.



Ann Harrell

Interim Senior Director of Development

Ann Harrell has over 25 years of experience as a development professional and not-for profit administrator in New York City. She began her career at The New York Public Library where she held positions of increasing responsibility on the Corporate Relations and Special Campaigns staff and worked on the \$100 million campaign to build the Science, Industry, and Business Library. Next, Ms. Harrell joined Jazz at Lincoln Center (JALC) where she oversaw corporate sponsorship and served as a senior member of the team that raised \$131 million to build Fredrick P. Rose Hall, JALC's home in the Time Warner Center. Ms. Harrell then became the Executive Director of Room to Grow—an organization dedicated to enriching the lives of children born into poverty during their first three years of life. After leaving Room to Grow in 2006, Ms. Harrell worked as a development consultant for organizations such as New York City Ballet, Barnard College, and New York Public Radio. Ms. Harrell has been the Director of New York City Ballet's \$70 million Capital Campaign since 2013 and is currently serving her third term as Interim Senior Director of Development. She is a graduate of the University of Pennsylvania and lives in Lower Manhattan with her husband and two sons.



Brooks Parsons
Senior Director of Operations

Brooks Parsons is a graduate of Bard College (B.A.), The New School for Social Research (M.A.), and the University of North Carolina at Chapel Hill (M.B.A.). After his undergraduate years he worked in museum management, holding positions at the Cooper-Hewitt Museum, the Solomon R. Guggenheim Museum, and the Smithsonian Institution, where he worked under a James Webb management training fellowship. Continuing the pursuit of arts management Mr.

Parsons returned to school for a graduate degree in not-for-profit management. In 1984 he joined the staff of New York City Ballet's development department, and two years later was promoted to manage the Company's budget as Finance Administrator. Between 1986 and 2010 he was Finance Director and then Chief Financial Officer, responsible for the budget cycle; human resources; risk management; and facilities management. He coordinated the Board Finance and Investment Committee, and the Audit Committee. In 2010 he became Senior Director of Operations and is responsible for the Company's production departments (Music Department, Stage Management & Scenery, and Costume Department); union labor relations and contract negotiations; management of the Company's touring program; and facilities matters. Mr. Parsons serves as a trustee of the American Guild of Musical Artists' Retirement and Health Funds. He lives in Irvington, NY with his wife, Virginia Bartlett and twins, George and Abigail.



Donya Archer Bommer
Board of Directors

Originally from Los Angeles, Donya Archer Bommer is a graduate of the University of Southern California. Professionally, she was a news anchor and investigative reporter for Fox television stations for more than 14 years and has received multiple Emmys and a Golden Quill for her work. Now a full-time mother and philanthropist, Ms. Bommer also continues to direct and produce documentary works.

Ms. Bommer was elected to the Board of New York City Ballet in 2005, and is Chair of the Development Committee, Co-Vice Chair of the Capital Campaign Committee, and a member of the Nominating Committee. She is a member of the board of directors of New Yorkers for Children, a non-profit organization that assists children in foster care, and a trustee of Trinity School in New York City. Ms. Bommer is a member of the Advisory Council at the American Museum of Natural History and is actively involved with St. James Episcopal Church and the School of American Ballet. Ms. Bommer is a life-long ballet dancer. She and her husband Scott Bommer, a money manager, live in Manhattan with their two children, Josephine and Archer.



Marie Nugent-Head
Board of Directors

Marie Nugent-Head was born in France and became a citizen of the United States in 1984. Since 1995 she has been President of Printempia Corporation, her own management consulting firm with clients in academia, as well as the visual and performing arts, and the private sector. For 11 years (1984-1995), Ms. Nugent-Head was NYCB's Director of Development, raising in excess of \$100 million. She began her development career in 1969 with the Musicians Emergency Fund in Boston and in 1975 moved to Pittsburgh where she became the first Director of Development of the Pittsburgh Public Theater. Prior to joining the Company, she was Executive

Director of the National Corporate Theater Fund (1980-1984). Ms. Nugent-Head was a Lecturer at the University of Washington from 1964 to 1969 and is an Adjunct Professor at NYU School of Continuing Education. She is on the Board of The Foch Foundation, a Co-President of The International Friends of the Aix-en-Provence Festival, and the Vice-President of Nimes Festival, l'Ete du Gard. She holds a bachelor's degree from the Ecole des Langues Orientales and the Sorbonne. She is married to James C. Marlas. Ms. Nugent-Head was elected to the NYCB Board of Directors in 1997.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Senior Director of Development/Chief Development Officer should have

- a demonstrated ability to develop strategies that lead to increased contributed income;
- a demonstrated ability to work successfully through board and volunteer networks to identify and secure contributed funds;
- personal knowledge and a network of relationships within the New York City philanthropic community (preferred);
- familiarity with the full range of giving sectors;
- a depth of experience and track record with major gifts from individuals;
- excellent verbal and written communication skills;
- a collegial and collaborative work style;
- strong management ability and supervisory experience;
- the ability to use analytical tools and quantitative measurements for management, tracking, planning, and communication of fundraising progress and effectiveness; and
- exceptional interpersonal skills and the ability to build confidence and trust among colleagues and stakeholders in a highly visible and complex performing arts organization.

A bachelor's degree is required for this position as is at least ten years of progressive fundraising and management experience at a senior level preferably in a cultural institution, with a demonstrated track record of raising significant funds from a variety of sources.

SALARY & BENEFITS

The New York City Ballet offers a competitive salary and benefits package.

LOCATION

This position is located in New York City.

DIVERSITY AND INCLUSION

New York City Ballet, one of the foremost ballet companies in the world, pursues the highest levels of artistic excellence and innovation. Therefore, it seeks to attract, retain, and cultivate the most talented dancers, musicians, designers, stage technicians, and arts administrators. To this end, it is deeply committed to creating and sustaining an organizational culture that values diversity, inclusion, and racial equity.

New York City Ballet is inspired by its founder, George Balanchine, who envisioned an authentically American expression of ballet with a company that reflects the rich cultural diversity of this nation. In pursuit of his vision, NYCB is committed to educating, developing, and supporting an organization that embodies diversity in its many forms.

APPLICATION INSTRUCTIONS

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, please contact Anne Johnson:

annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.

