

## **STEVEN B. LIBMAN**

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A highly successful and respected executive with experience leading major arts organizations. Nationally recognized for developing an entrepreneurial and creative approach to strategic planning, programming, branding, marketing initiatives, institutional growth, and problem solving.

- Successfully navigated Jacksonville Symphony through the Covid-19 Pandemic; one of only 14 orchestras in America to perform during the 2020-21 season. Raised \$5M in private and local support for Stabilization Campaign.
- Launched new \$175 million three venue performing arts center and museum.
- Created multi-disciplinary programming featuring over 100 artists and concerts.
- Developed comprehensive branding and marketing program resulting in 96% tickets sold in first season.
- Produced over 100 ballets, plays and musicals, including 31 world premieres. Recognized as a national leader in the creation and development of music, theatre and dance, which focus on generating new and younger audiences.
- Raised over \$160 million throughout career.
- Transferred major productions to Broadway; worked successfully with producers.
- Significant experience with union negotiations, including IATSE, AGMA and AF of M.
- Secured \$7.5 million in enhancement funds for new plays and musicals.
- Creator and co - host of "The Voice of the Performing Arts" for public radio.
- Produced Emmy nominated PBS special: "Michael Feinstein: The Sinatra Project".

An energetic, collaborative and team-oriented leader who thrives on "out of the box" thinking. Extensive experience managing large performing arts centers, orchestra, theatre & dance companies, and curating multi-disciplinary performing arts series. A proven leader who has demonstrated an ability to effectively develop strategic initiatives, access capital markets and articulate a compelling vision.

### **PROFESSIONAL EXPERIENCE:**

#### **Jacksonville Symphony Jacksonville, Florida February 2020 – Present**

President/Chief Executive Officer. Responsible for the financial management, fund raising, marketing, and production functions for the Jacksonville Symphony and partners with the Music Director on strategic planning and programming. The Jacksonville Symphony, with a budget of \$10M, serves over 150,000 people each season through performances at the Times-Union Performing Arts Center and through a robust Music Education & Community Engagement program. The core orchestra consists of 60 full time salaried musicians performing 48 concerts representing 84 performances in Jacoby Symphony Hall and an additional 80 ensemble performances throughout the Jacksonville community. Raised \$12.2M during first 18 months.

#### **Atlanta Ballet Atlanta, Georgia 2014 – 2020 6 years**

Chief Advancement Officer. Responsible for planning, implementing, and achieving Atlanta Ballet's \$23.5 million capital campaign and \$7 million annual fund. Work with the President/CEO and Board of Trustees to achieve philanthropic goals. With CEO, serve as primary staff contact with Board of Trustees. Manage the Development and the Nominating Committee, including identification, cultivation, and recruitment of new trustees. Selected and managed two outside consultants who facilitated a strategic planning process, including a Board retreat.

- Raised \$35 million to date.
- Raised \$5.5 million for a new Nutcracker.
- Solicit gifts of \$1 million or greater.

- Redesign entire development program including expansion of planned giving.
- Attend Board of Trustees, Executive, Finance, Development, Nominating, Strategic Planning, Governance, and Investment Committee meetings.
- Represent Atlanta Ballet as an advocate and spokesperson throughout the community.

**Bermuda Centre for the Performing Arts**  
**Bermuda 2012 – 2014 2 years, 3 months**

Lead Operational/Management Consultant. Responsible for developing multi-year operational plans, budgets and programming for proposed \$150 million multi-venue performing arts & convention center.

- Created detailed Usage Study demonstrating projected use by local performing arts organizations and Bermuda hotels and resorts.
- Presented operational plan before Prime Minister and Cabinet
- Developed five year projections on operational costs & staffing with annual budgets of \$15M
- Work with architects as well as theatrical and acoustical consultants
- Developed plans through in-put of local community leaders

**The Center for the Performing Arts/Great American Song Book Museum**  
**Carmel, Indiana 2009-2012 2 years, 5 months**

President/Chief Executive Officer. Founding President of new \$175M three venue performing arts center and museum with an annual operating budget of \$13.5M, including: David Schwarz/Artec designed 1600 seat concert hall (The Palladium), 500 seat proscenium theatre (The Tarkington) and 200 seat flexible black box (The Studio Theatre). Responsible for programming, organizing all operations and opening the Center. Built staff from 2 to 80, board from 3 to 30 and established volunteer corps of over 500. Developed and created programming for three venues. Raised capital gifts and created annual fund. Established accounts with over 25 artist management agencies. Participated in design meetings with architects and theatre consultants. Supervised programming, marketing, development, production, financial management and building operations. Created alliance/merger with the Michael Feinstein Foundation for the Great American Song Book.

Significant accomplishments include:

- Create and developed the Center's business and fundraising strategy as well as the public engagement plan that led the \$175 million Center to become a reality.
- Successfully branded the Center as a major community asset, including naming all three venues, through use of focus groups and sophisticated radio, TV and newspaper advertising – before first season was announced.
- Raised over \$12M in operating funds in first two seasons.
- Developed programming featuring over 100 artists that included the following series: Classical, Great American Song Book, Jazz, Country, Pops, Blues, Dance, Holiday and Next Wave.
- Negotiated all artist contracts
- Manage relationships with six resident companies.
- Produced two major opening night festival galas with: Michael Feinstein, Chris Botti, Neil Sedaka, Dionne Warwick, David Hyde Pierce and dancers from American Ballet Theatre.
- Instituted business platform that resulted in developing a new web site, ticketing system, facility scheduling, building operations, volunteer recruitment and accounting.
- Established arts education & outreach department which served over 4,000 participants in the first 6 months of operations. Built formal alliance with Carmel Clay School District.
- Produced NPR special "*From the Top*" heard by 700,000 listeners and produced PBS special with Michael Feinstein seen by 11 million viewers.

**La Jolla Playhouse / University of California, San Diego**  
**San Diego, California 2005 – 2009 4 years**

Managing Director. Chief administrative officer of Tony Award winning theatre, working in partnership with the artistic director, by serving as executive producer of six-to-eight play season, comprising over 300 performances, with an annual budget of \$15 million. Supervise full-time staff of 100 and part-time staff of over 125. Manage a complex of four theatres, including three rehearsal studios, scenic and costume shop and a

Wolfgang Puck restaurant. Negotiate contracts, including enhancement funding with Broadway producers and union contracts. Transfer productions to Broadway. Direct strategic planning, financial management, facility management, marketing, trustee development, operations and fund raising.

La Jolla Playhouse has received more than 300 awards for theatre excellence, produced 105 world premieres, and is internationally acclaimed for its innovative productions of classics, new plays and musicals. 33 Playhouse productions have transferred to Broadway, garnering a total of 38 Tony Awards. La Jolla Playhouse maintains an integrated and dynamic relationship with the nationally renowned Department of Theatre & Dance at the University of California/San Diego.

Significant accomplishments include:

- Elimination of historic cash flow deficit of \$2 million.
- Produced 28 plays, including ten world premieres.
- Developed new donor and financial management systems and personnel manual.
- Spearhead long range planning process resulting in detailed task force assignments. Involved participation from entire staff and board.
- Led fund raising effort securing over \$12 million in annual support over three years.
- Secured major \$700,000 grant from Irvine Foundation for new play development.
- Launched marketing research and branding program resulting in targeted advertising.

**Pittsburgh Ballet Theatre**  
**Pittsburgh, Pennsylvania 1987- 2004 17 years**

Managing Director. (1990-2004) Chief Executive Officer, responsible for all administrative operations for the ballet company and professional training school, with an \$8.5 million budget including union dancers and a full-time staff of 75 and a part-time staff of over 200 including orchestra, theater technicians, costume shop and guest artists. Enrollment of over 300 students. Directed institutional/strategic planning, financial management, development, marketing, production, touring and school operations. Serve as Executive Producer for all ballets.

Significant accomplishments include:

- Secured largest foundation, corporate and individual gifts in the organization's history.
- Spearheaded successful \$20 million capital campaign.
- Raised over \$2.5 million by broadening donor base to include such prestigious New York City funders as: Wallace Foundation, Shubert Foundation, Surdna Foundation, AT&T and Hearst Foundation.
- Produced and developed groundbreaking ballets set to the music of Paul Simon, Pete Seeger, Sting, Bruce Springsteen, Ray Brown, Stanley Turrentine, Billy Strayhorn and Duke Ellington.
- Established prestigious tours to: Taiwan, Wolf Trap (Washington, DC), The Hollywood Bowl and The Joyce Theatre in New York City.
- Developed plans to establish housing for students in ballet school.
- Created employee retention and appreciation program resulting in the longest tenured staff among major arts organizations in Pittsburgh with an average tenure of 14 years.
- Developed nationally recognized arts education program which serves over 35,000 school children and adults annually.
- Successfully negotiated contracts with five unions, including dancers and musicians.

Development Director. (1987-1990) Responsible for design and direction of all fund-raising campaigns. Raised between \$1.7 million and \$2.4 million annually (including special campaigns), managed four Board fund-raising committees, served as key staff liaison with local and national funding community, and increased individual and trustee contributions from \$250,000 to over \$800,000.

**Fulton Theatre**  
**Lancaster, Pennsylvania 1983-1987 4 Years**

Managing Director. Chief Executive Officer for a professional Equity theatre, performing arts center and National Historic Landmark. This theatre-center annually serves over 125,000 people with 295 performances (120 on tour) of 35 productions/events.

- Created new Equity theatre company and nationally recognized performance series.
- Worked collaboratively with three resident performing arts organizations.
- Developed programming for a music, dance and theater series.
- Eliminated operating deficit and launched organization's first strategic plan.
- Arranged for world premiere showing of the movie "Witness" for a major fundraising event.

**Finger Lakes Musical Theatre Festival/The Rev Theatre  
Auburn, New York 1981-1983 2 Years**

Managing Director. Supervised all administrative, fund-raising, and marketing functions for professional regional theatre company.

- Created financial management and cash flow systems.
- Developed theatre's first subscription campaign.

**The Libman Group 2004 – Present**

President. A part-time arts management consulting practice that focuses on operational planning, fund raising, governance, programming, budgeting, customer service and branding.

Sample Clients:

Cygnnet Theatre – San Diego, CA  
Hennepin Theatre Trust – Minneapolis, MN  
Art with a Heart – Indianapolis, IN  
Town Theatre – Highland, IN  
Performing Arts Centre Project – Bermuda  
Wallace Theatre – Levelland, TX  
American Dance Machine – New York, NY  
Indianapolis Children's Choir – Indianapolis, IN  
The Walker Theatre – Indianapolis, IN  
Dance Kaleidoscope – Indianapolis, IN  
Kentucky Shakespeare Festival – Louisville, KY  
Conner Prairie History Park – Fishers, IN  
The Jimmy Awards – National High School Musical Theatre Awards – New York, NY  
Memorial Hall – Cincinnati, OH  
Regional Dance America – Reston, VA  
Sacramento Ballet – Sacramento, CA  
Kelly-Strayhorn Theater – Pittsburgh, PA  
Global Alliance for Arts & Health – Washington, DC

**ADVISORY BOARDS, ASSOCIATIONS, AND PANELS**

- Indianapolis Arts Leadership Council, (2009 – 2011)
- Dance/USA – Founding Member: National Task Force on Dancer Health (2002 - 2005)
- San Diego Arts Leadership Board, (2005 – 2008)
- Advisory Committee, Carnegie Mellon University Master of Arts Management Program (1993-2009)
- City National Bank Advisory Board. (2005 – 2008)
- Board of Trustees, La Jolla Country Day School. (2006 – 2011)
- Blank Foundation Marketing Roundtable. (2015 – 2020)
- Association of Fund-Raising Professionals (2014 – 2020)
- Board of Directors, The River Club, Jacksonville, FL (2021 – present)

## **UNIVERSITY TEACHING – Graduate Programs**

- Syracuse University, Master of Arts Leadership. (2013 – 2017). Guest Lecturer
- University of California/San Diego. Master of Theatre Program. (2006- 2008). Leadership in the Arts
- Carnegie Mellon University, Master of Arts Management Program. (1996-2005). Leadership and Human Resources Management in the Arts
- Hellenic American University, Athens, Greece. Post Graduate Students. (2002). Fundraising
- University of Pittsburgh, Graduate School of Public Administration. (1990). Fundraising

## **PRESENTATIONS**

- Major Gift Fund Raising, Georgia Center for Non-Profits, Atlanta, GA, 2017
- Arts Education, Association of Performing Arts Presenters, New York, NY, 2014
- Guest Lecturer, American Society for Bioethics + Medicine, San Diego, CA, 2014
- Keynote Speech, Florida Alliance for Arts Education, Orlando, FL, 2014
- Fund Raising, National Guild for Community Arts Education, Chicago, IL, 2013
- Marketing and the Web, Dance/USA, Houston, TX, 2009

## **SPECIAL PROJECT – “The Voice of the Performing Arts” – Public Radio**

- Create and co-host public radio show devoted to arts education, 2013 - 2016  
Interviewed 500 guests from around the world through 166 episodes.

## **AWARDS**

- Irvine Foundation, Leadership Advancement Award - 2008
- Outstanding Alumnus in the Arts. Rhode Island College - 2000

## **EDUCATION**

Strategy in the Arts – Certificate - 2005  
Stanford University Graduate School of Business  
National Arts Strategies Program

Strategic Perspectives in Non-Profit Management – Certificate - 1999  
Harvard University  
Graduate School of Business Administration

Bachelor of Arts in Performing Arts Management - 1981  
Rhode Island College – Providence, Rhode Island – Magna Cum Laude