

Core Competencies | Strategic Vision and Execution | Systems Development and Problem Solving | Cross-Functional Leadership and Team Building | Program Innovation and Audience Growth | Public Art and Performing Arts Curation and Marketing | Community Engagement and Placemaking | Public Space Utilization and Park Sustainability | Operations and Logistics | Budgeting and Resilience Planning | Revenue Generation and Partnership Negotiation |

Arts, Culture, and Placemaking Consultant | New York, NY | 2018 – Present

Independent collaborator with artists, arts organizations, city agencies, park steward groups, and community consortia to design, manage, and execute cultural programs in public spaces, focusing on bringing people together and building relationships.

- Launched NYC Council's Open Culture initiative coordinating with City executives and developed a comprehensive outdoor arts production guide that empowered artists and neighborhood groups to organize their own programs.
- Curated and produced high-impact, day-long programming for NYC-wide Open Streets and Plaza Projects partnering with DOT, DCLA, and The Rockwell Group, significantly increasing public participation.
- Managed \$150,000 grant program, providing mentorship to park groups in underserved areas, translating their ideas into impactful cultural events, and establishing the arts as vital park amenities, increasing access to cultural programs.
- Developed streamlined operational procedures, optimizing artist and audience management for successful activations.
- Crafted strategic logistics and marketing plans to expand reach, deepen engagement, and work with artists.
- Optimized multi-disciplinary event budgets, cultivating strong relationships with communities, funders, and City agencies.
- Maximized public space management through innovative amenity configurations and implemented robust success metrics.

Director of Events | Bryant Park Corporation and 34th Street Partnership | New York, NY | 1999 – 2018

Chief of arts and events strategies and key member of the leadership team for two Business Improvement Districts that pioneer progressive initiatives in public-private urban space administration, funding, staffing, and programming across three New York City parks: Herald Square, Greeley Square, and Bryant Park, a global model of municipal revitalization and management.

- Transformed public event projects, significantly enlarging and diversifying programming during the summer and expanding incumbent 5-month season to 12-months, resulting in a tenfold increase in attendance and stimulating engagement.
- Pioneered Bryant Park Presents to establish the park as a premier arts venue, attracting over 50,000 annually for dance, opera, emerging bands, accordion, Shakespeare plays, world, and recent jazz and classical music.
- Initiated popular curator and producer program and earned the 2008 Small Business Services Placemaking Award.
- Implemented best practices, enhanced public and artist experiences, and refined logistics to optimize operations, marketing, and audience engagement, increasing event efficiency and attendee satisfaction.
- Directed season identity and promotion, utilizing brochures, websites, and social media to maximize impact.
- Coordinated dozens of high-profile public art installations, collaborating with renowned artists such as Kiki Smith, Manolo Valdes, Jenny Holzer, and Herb Alpert, galleries, Public Art Fund, Art Production Fund, Creative Time, and NYC Parks.
- Produced and curated Bryant Park's classic film series, partnering with sponsors, technical team, and HBO, attracting over 100,000 each summer and receiving the 2004 Small Business Services Outstanding Achievement Award.
- Established Bryant Park Fall Festival, drawing 40,000 attendees over 2 weeks and featuring collaborations with The Metropolitan Opera, New York Philharmonic, and other prestigious institutions to highlight the City's new Fall arts season.
- Conceptualized and oversaw a new winter program for Bryant Park with an ice rink, holiday market, and standing-room-only holiday show on ice, receiving the 2009 Achievement Award from the International Downtown Association.
- Restructured budgets and tracking systems, forging strategic partnerships with national companies and City agencies.
- Generated up to \$4 million annually by managing, negotiating, and contracting corporate, non-profit, and special events.

Executive Director | Binghamton Summer Music Festival | Binghamton, NY | 1995 – 1997

- Secured new funding and sponsorships and strengthened relationships with businesses, media, and host Binghamton University and its 1200-seat indoor and 1500-seat outdoor Anderson Center for the Performing Arts.
- Booked diverse performance programs and managed theater operations, leading a team of 200+ staff and volunteers.
- Expanded community engagement by institutionalizing free dance, jazz, classical, family, world, and pop performances in parks, educational experiences for adults and children, and symphony concerts at the downtown AA baseball stadium.
- Art directed award-winning brochures, formulated marketing strategies, streamlined production and front of house protocols, and enhanced audience experience and organizational efficiency.
- Co-founded First Night Binghamton and represented area arts at regional and national conferences.

Master of Business Administration | Arts Management and Marketing | Binghamton University | Binghamton, NY

Bachelor of Science | Psychology of Visual and Interpersonal Communications | Cornell University | Ithaca, NY