

WILLEM BRANS, VICE PRESIDENT – NEW YORK

INSTITUTIONAL STRATEGIC PLANNING, ARTS AND CULTURAL FACILITIES PLANNING, CAPITAL CAMPAIGN AND FUNDRAISING COUNSEL

“The value of a good consultant is to unlock an organization’s previously hidden assets. Capital campaigns – for building projects, endowment, and other initiatives – can bring out strengths an organization never knew it had.

Properly challenged by a compelling cause, board members and other donors will commit resources beyond levels they ever considered. People who shunned fund raising assignments find they actually can ask others for money – and enjoy it. Best of all, capital campaigns forge great new leaders: new generations of volunteers who can take their institutions into the future.

A good consultant brings the fresh perspective of an outsider who draws out those hidden assets and talents in organizations and people.”

Mr. Brans joined Arts Consulting Group in January 2006 as Vice President in its New York office. He has over 30 years’ experience in arts management, financial analysis, development and fundraising, strategic planning, marketing, consulting, teaching, and writing. He has also served in senior management positions and as a consultant to numerous arts, cultural, educational, social welfare, and environmental organizations nationally and internationally.

Mr. Brans most recently was Senior Vice President, Arts & Culture, at Marks Paneth Strategy Group in New York. From 1997 to 2004 he served as CEO and Principal Consultant of Arts Resources International (ARI), a division of Artec Consultants, Inc. that encompassed Artec’s feasibility study, financial analysis, strategic planning, programming, and fundraising consultancy. Before joining Artec, Mr. Brans served for three years as Senior Vice President for Development at the National Audubon Society. From 1985 to 1994 at C. W. Shaver & Company, Inc., a New York-based fundraising and management consulting firm, Mr. Brans served successively as Senior Consultant, Vice President, and President. Mr. Brans has also served as Executive Director of the American Symphony Orchestra in New York, Director of Development for the Dallas Symphony Orchestra, and as Marketing Manager and Assistant General Manager of Dallas Ballet. Mr. Brans

taught at Southern Methodist University. He holds a Bachelor of Arts with Honors from the University of Texas and a Master of Arts from the University of Virginia.

Mr. Brans’ client engagements include:

American Ballet Theatre
American Music Theater Festival, Philadelphia
Town of Barnstable, Massachusetts
Bakersfield Symphony Orchestra, California *
Brooklyn Academy of Music
Carmel Performing Arts Center, Indiana
Curtis Institute of Music, Philadelphia
Dance Space Center; New York *
Farnsworth Art Museum, Rockland, Maine
Florida West Coast Symphony, Sarasota
Four Rivers Center, Paducah, Kentucky *
Grand Opera House, Wilmington, Delaware
Iceland National Concert Hall and Conference Center, Reykjavik, Iceland *
Indianapolis Symphony Orchestra
Irish Repertory Theatre, New York
Key West Symphony Orchestra
Kimmel Performing Arts Center, Philadelphia *
Levine School of Music, Washington, DC
Little Orchestra Society, New York
London Performing Arts Center, Ontario Canada*
Minneapolis Institute of Arts
Nashville Symphony Orchestra *
New Jersey Performing Arts Center
New Jersey Symphony Orchestra
New York City Opera
Orange County Performing Arts Center *
Pacific Symphony Orchestra *
Pagosa Springs Arts Alliance, Colorado
Paul Taylor Dance Company
Peace Center for the Arts, Greenville, South Carolina
Performing Arts Center, Akureyri, Iceland *
Performing Arts Center, Burlington, Ontario *
Philadelphia Museum of Art
Portland Museum of Art, Maine
Santa Fe Opera
Settlement Music School, Philadelphia
St. Louis County Center for the Arts, Duluth
Summerfest, Birmingham, Alabama
Tennessee Performing Arts Center, Nashville *
Utah Symphony and Opera, Salt Lake City
* At Artec