

BOB GOLDFARB, SENIOR CONSULTANT

STRATEGIC PLANNING, PROGRAM ASSESSMENT, ORGANIZATIONAL ADVANCEMENT, AND MEDIA PLANNING

"My work has always centered on the application of effective management practices in a creative environment. I believe that the creative process benefits from clear communication and acceptance of responsibility, as in any successful business.

A cultural enterprise benefits from recognizing the intangible qualities of art that make its "bottom line" more complex and nuanced than in a for-profit business. It is the combination of these two realities that makes artistic leadership challenging – and it is the successful integration of these two perspectives that achieves the best results."

Bob Goldfarb joined Arts Consulting Group in November 2005 and has served as an executive and consultant in nonprofit arts organizations for three decades. A specialist in classical music and media, he has held senior management positions at several classical-music radio stations, including both KUSC and the former KFAC in Los Angeles.

Mr. Goldfarb has also been retained as a consultant by leading radio stations including WQXR, New York, and WFMT, Chicago. In 2004-05 he was project manager for a study of classical music and public radio for the National Endowment for the Arts. An industry leader in classical music radio, he organized and moderated a one-day conference of European and American classical music broadcasters held at the Metropolitan Opera House in New York in February 2006.

Beyond radio, Mr. Goldfarb's media experience extends to the recording industry and publishing. He has been Director of U.S. Operations for the classical label Teldec, then a unit of Time Warner, and General Manager of Conifer Records USA, now a part of Sony/BMG. For five years he led the American Composers Alliance, which is both a music publisher and a professional association, as its executive director. He has also assisted several independent record labels, and a number of composers, as a marketing and repertoire consultant.

Mr. Goldfarb has a lifelong interest in Jewish life and in Israel, with a special interest in classical music. He served as the producer and scriptwriter of the

nationally broadcast 13-part radio series *American Jewish Music from the Milken Archive with Leonard Nimoy*. He is to be producer for a projected 13-part radio series entitled *The Classical Music of Israel*, intended for broadcast in the U.S. in conjunction with Israel's 60th anniversary. In 2007 he assumed the role of publisher of the independent Jewish magazine *Zeek*. On behalf of the Arts Consulting Group, Mr. Goldfarb recently led a strategic planning process, funded by The Rosalinde and Arthur Gilbert Foundation, for the Center for Jewish Culture and Creativity in Los Angeles.

Mr. Goldfarb is an honors graduate of Harvard College with a degree in Government, Bob Goldfarb earned his MBA at Harvard Business School.

Mr. Goldfarb's professional and client work includes:

American Composers Alliance
Assn. of Music Personnel in Public Radio
Center for Jewish Culture and Creativity
Conifer Records (Zomba Music Group)
Eastern Public Radio
KING-FM, Seattle
KUSC, Los Angeles
National Public Radio
Seattle Symphony Orchestra
Teldec Records KFAC, Los Angeles
WCRB, Boston
WFCR, Amherst
WFMT, Chicago
WFMT Radio Network /
Milken Archive of American Jewish Music
WITF, Harrisburg
WQXR, New York