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KEVIN K. MAIFELD, SENIOR ADVISOR - SEATTLE

INSTITUTIONAL CAPACITY BUILDING, FINANCIAL ANALYSIS AND STRATEGY, BOARD DEVELOPMENT, ORGANIZATIONAL ASSESSMENT, INTERIM MANAGEMENT, PROGRAM REVITALIZATION

“Engaging boards and staff around focused and mission-critical issues is essential to a thriving arts environment. Many organizations focus exclusively on a few specific budget lines, such as ticket sales or contributions, and miss the more important story revealed by looking at a variety of economic and environmental indicators.”

It is only when we step back and look at the big picture that we truly see the threats and opportunities facing the organization. And this perspective allows organizations to embrace its challenges

Generative leadership is a substantial change in how nonprofits achieve their mission, and it takes staff and board courage and persistence to make the shift to this new way of working.”

Kevin Maifeld has over 20 years of experience in arts management, financial analysis, development and fundraising, strategic planning, marketing, consulting, and teaching. He has served in senior management positions and as a consultant to several arts, cultural, educational, and social welfare organizations nationally.

Mr. Maifeld is the Founding Director and Professor of the Master of Fine Arts in Arts Leadership program at Seattle University. He previously served as the Managing Director of the Seattle Children’s Theatre (SCT) from 2001 to 2007. While at SCT, Mr. Maifeld led the completion of a \$10 million capital campaign that resulted in the Allen Family Technical Pavilion, SCT’s state-of-the-art production facilities and coordinated the launch of a \$20 million endowment campaign. Additionally, in partnership with the Children’s Theatre Co. of Minneapolis, Mr. Maifeld launched *Plays for Young Audiences*, a national script licensing company.

Before moving to Seattle, Mr. Maifeld served, for seven years, as the Managing Director of the Alabama Shakespeare Festival and was Co-Chair of the Theatre Management/Master of Fine Arts Program at the University of Alabama. While at ASF, he produced the Tony Award nominated musical, *Ain’t Nothin’ but the Blues*, which enjoyed a successful Broadway run and toured nationally, as well as *A Lesson Before Dying* at the Signature Theatre in New York. Prior to joining ASF, Mr. Maifeld served as Executive Director of the Denver Center Theatre Company for more than four years managing a

four-theatre complex and the National Theatre Conservatory at the Denver Center for the Performing Arts. From 1980 to 1989, he was Vice President of The Denver Partnership; a civic organization committed to revitalizing downtown Denver through planned development and targeted investment.

Mr. Maifeld has served as Treasurer of the Board of Directors of ASSITEJ/USA, the national association of professional children’s theatre, and previously served as Treasurer for the Washington State Arts Alliance. He is Past President of the board of Theatre Puget Sound, is a graduate of the 2002-2003 Seattle Leadership Tomorrow program, and served as Treasurer of the National Theatre Conference in New York. He previously served as Treasurer for the League of Resident Theatres (LORT).

Mr. Maifeld holds an MFA degree in Arts Management from the University of Alabama and a BS degree in Accounting from the University of Denver.

A Sample of Mr. Maifeld’s professional and client work includes:

Alabama Shakespeare Festival
Aspen Theatre in the Park
City of Ft. Collins, CO
Cleo Parker Robinson Dance Theatre
Denver Center Theatre Company
Downtown Billings Association, Billings, MT
Freehold Theatre
Intiman Theatre
National Repertory Orchestra
National Theatre Conservatory
Seattle Children’s Theatre
Seattle University