

## **KATHRYN R. MARTIN,** VICE PRESIDENT – SAN DIEGO

### **INTERIM MANAGEMENT SERVICES, STRATEGIC MARKETING AND FUNDRAISING, ACTION PLAN DEVELOPMENT & IMPLEMENTATION, TRANSITION PLANNING, MERGERS**

*“Arts organizations no longer rely solely on traditional who/what/where/when messages. In today’s environment, understanding and communicating the WHY is critical.*

*Know deeply who you are as an organization, your unique purpose, spirit, experience, and relevance to the community. The same qualities to which existing patrons, donors, subscribers, volunteers, and staff are drawn and become connected will also engage new and loyal audiences.*

*Communicating these universal messages through specific and consistent marketing and development tactics will build understanding, ownership, organizational focus, new audiences, and increase earned and contributed income opportunities.”*

Ms. Martin is an experienced arts manager, leader and collaborator with over 25 years experience working with performing arts organizations. She joined ACG in 2003 and immediately took on the post of interim Executive Director of the San Diego Performing Arts League. Helping organizations strategically move through periods of transition continues to be an area of focus, and in 2005 Ms. Martin served as Interim Executive Director of Starlight Theatre, in 2006 with Malashock Dance, and in 2007 with the San Diego Center for Jewish Culture. In 2009, she led the successful merger creating the San Diego Gay Men's Chorus.

Ms. Martin works with a variety of arts and cultural organizations and is known for her ability to create & implement plans and “road-maps” that increase organizational effectiveness, and earned and contributed income.

From 1998-2003, she was Managing Director and SummerFest General Manager at the La Jolla Music Society, responsible for managing all aspects of the internationally acclaimed festival, SummerFest La Jolla.

During her tenure at LJMS she provided strong development leadership, increasing contributed income for the Festival by 160% in four years. Her marketing and public relations expertise was evident in her ability to strategize and implement earned income increases of 103% over the same period.

Prior to LJMS, Ms. Martin was Production and Facilities Manager for the Department of Music at UC San Diego, developing and managing capital improvement and renovation projects of performance, research and instructional facilities, and directed the planning and production of over 250 events annually, including concerts, studio recordings, international tours, and festivals.

Ms. Martin holds a B.S. degree from Shenandoah Conservatory in Arts Management, with a Certificate in Business Studies and an emphasis in Viola performance.

#### **Ms. Martin's professional and client work includes:**

Adirondack Festival of American Music  
Assn. of California Symphony Orchestras  
Classical Music Festivals of the West  
La Jolla Music Society  
Mainly Mozart Festival  
Malashock Dance Company  
San Diego Gay Men's Chorus (merger)  
San Diego Children's Choir  
San Diego Center for Jewish Culture  
San Diego Civic Light Opera  
(Starlight Theatre)  
San Diego Lyric Opera  
San Diego Performing Arts League  
San Diego Symphony Orchestra  
Univ. of California, San Diego Music Dept.