



**PRESIDENT AND CHIEF EXECUTIVE OFFICER
TUCSON SYMPHONY ORCHESTRA
Tucson, Arizona
[Tucson Symphony Orchestra](#)**



The Aspen Leadership Group is proud to partner with the Tucson Symphony Orchestra in the search for a President and Chief Executive Officer.

The President and Chief Executive Officer of the Tucson Symphony Orchestra (TSO) will be responsible for the day-to-day operations of the organization in order to deliver its mission and vision, as well as guide the strategic planning necessary to advance the TSO. In tandem with the Board of Trustees, the President and CEO will develop and oversee the development and implementation of goals and strategies that advance artistic excellence, ensure financial stability, maximize community relevance, and ensure organizational efficiency. In collaboration with the Music Director and a talented staff, the President and CEO will create, communicate, and implement programmatic vision that ensures that the TSO both has significant impact and is positioned as a leader in the orchestral field within the United States and beyond.

The President and CEO will be a highly visible representative of the Tucson Symphony Orchestra and have an active year round presence in Tucson and surrounding communities and help to build a strong brand identity and relevance to the community. The successful candidate will be responsible for relationship management among of the organization's constituent groups – musicians, local arts and culture organizations, subscribers, funders, government and civic leaders, Honorary Council, TSO League, and other partners to advance the mission and vision of the TSO. The President and CEO will provide direct supervision of the Vice President of Operations and Artistic Planning, Vice President of Patron Loyalty, Vice President of Development, Director of Education, Director of Finance, and Business Operations Manager.

Now celebrating its 90th season, the Tucson Symphony Orchestra's mission is to engage, educate, and transform the community through live musical experiences of the highest quality, envisioning a community where music is the catalyst that brings people together across all boundaries for inspired living. Under the artistic leadership of Music Director, José Luis Gomez, the TSO impacts more than 120,000 lives each year, infuses millions into Southern Arizona's economy annually, and attracts over 75 professional musicians from across the country to live, perform, and teach in Tucson and throughout the state. Programming, Engagement, Partnership, and Learning are the TSO's pillars. Its diverse offerings include the Classic, MasterWorks and Pops series, free Just for Kids concerts, a Free Community Concert, and many special performances. TSO's nationally-recognized education programs are present in 120 schools from Southern Pinal County to the Arizona–Mexico border reaching over 40,000 students each year, and include the 9-month award-winning Young Composer's Project. The TSO partners with a variety of regional organizations to deepen its engagement with the community. Maestro Gomez conducts orchestras all over the world, serving as Tucson's cultural ambassador to audiences on every continent.

REPORTING RELATIONSHIPS

The President and Chief Executive Officer will report to the Board of Trustees.

PRINCIPAL OPPORTUNITIES

This is an exciting time for Tucson Symphony Orchestra. The Board of Trustees is investing in our mission to engage, educate, and transform. During this year's 90th Anniversary Season, the Board signed a three-year contract with our extraordinary professional musicians, extended our dynamic Music Director José Luis Gomez's contract through 2024, appointed veteran arts transition strategist Kathryn R Martin as Interim President & CEO, and strategically launched an innovative, organizational-wide, data-driven, customer-journey-focused retention and acquisition initiative (the Long Haul Model) – all making it possible to envision new ways to engage and impact our community.

Tucson Symphony Orchestra has an annual budget of \$5.4 million, an endowment of \$3.4 million, an engaged board of Trustees and community supporters, and a dedicated and creative professional staff.

We have a story to tell. We have deep impact. Momentum is building. We have extraordinary plans. The next President and Chief Executive Officer will lead the orchestra in its next phase of strategic planning; provide the vision for continued excellence and growth; increase recognition of the Tucson Symphony Orchestra as one of the community's greatest assets; and continue to shepherd strong financial management to ensure short and long-term stability.

–Autumn Van Den Berg, Chair, Board of Directors

PRIMARY RESPONSIBILITIES

Values, Vision, and Strategic leadership

The President and Chief Executive Officer will

- support, communicate, and advocate for the TSO mission and vision;
- create and enable the future of the TSO through strategic planning, community collaboration, and participation;
- in partnership with the Board, design a multi-year (three-year) business plan for the future with measurable goals, taking into account the changing realities of the environment, locally, regionally and nationally; and
- direct the annual implementation, tracking of progress, and revision of this plan.

Advance Artistic Excellence

The President and Chief Executive Officer will

- collaborate with the Music Director, key staff, and the Board to devise and execute a comprehensive strategy to strengthen and expand the TSO audience and funding bases to sustain organizational growth, including Classics, POPS, education activities, and special events;
- oversee the development of community partnerships and education services;
- maintain a strong working knowledge of symphonies, innovations, and new trends in the field for arts organizations;
- maintain positive relationships with orchestra personnel; and
- serve as a member of the team in contract negotiations, ensuring transparency, timeliness, and creativity through the negotiation processes.

Ensure Financial Stability

The President and Chief Executive Officer will

- ensure a strong multi-year (three year) budgeting and forecasting system, including programming costs, operating, and capital expenses;
- involve and coach the senior staff's participation in this process;
- work toward a yearly goal of a balanced budget, develop and maintain three-year projections;
- oversee the preparation of regular financial reports for the Treasurer, Finance Committee, and Board on financial activities and issue;
- ensure all financial policies and procedures are followed, including audit recommendations;
- seek out, cultivate, and steward relationships with potential and existing donors, including individuals, foundations, and corporate partners; and
- serve as a key strategist and partner in the cultivation, stewardship, solicitation, and retention of individual and institutional fund development and planned giving, and related meetings and activities.

Maximize Community Relevance

The President and Chief Executive Officer will

- oversee customer focused marketing and public relations strategies to achieve earned and unearned revenue goals, and to increase visibility and community relevance;
- assume primary responsibility for external relationships within Tucson and Southern Arizona, including but not limited to municipal government, funding institutions, professional and business organizations, educational institutions, and other non-profit organizations, area art and culture organizations and the community-at-large;
- provide regular and persuasive internal and external communications to increase enthusiasm for TSO activities among stakeholders and new audiences; and
- serve in partnership with the Board Chair and Music Director as the primary spokesperson in the press and community in advancing TSO's mission and vision.

Ensure Organizational Efficiency

The President and Chief Executive Officer will

- oversee administrative staffing to ensure that the organization is effectively structured and staffed;
- provide leadership to staff to ensure maximum effectiveness through coaching, feedback, staff planning, support, and accountability;
- assist Board committees in developing and implementing their goals and objectives;
- develop strategies to inspire, mobilize, and utilize non-board volunteers in support of TSO and its programs;
- provide leadership for the organization to meet standards of excellence in governance, fiscal responsibility, and human relations as outlined by Board Source, and other standard-setting organizations; and
- actively participate in Board meetings and key committees.

MUSIC DIRECTOR



José Luis Gomez

Music Director

The Venezuelan-born, Spanish conductor José Luis Gomez began his musical career as a violinist but was catapulted to international attention when he won First Prize at the International Sir Georg Solti Conductor's Competition in Frankfurt in September 2010, securing a sensational and rare unanimous decision from the jury.

Gomez's electrifying energy, talent, and creativity earned him immediate acclaim from the Frankfurt Radio Symphony Orchestra where he was appointed to the position of Assistant Conductor, a post created especially for him by Paavo Jarvi and the orchestra directly upon the conclusion of the competition.

In 2016, Gomez was named Music Director of the Tucson Symphony Orchestra. Since taking the helm, the orchestra has seen a marked increase in subscribers and donors to the orchestra and Gomez has worked tirelessly to introduce innovative and exciting new outreach activities while continuing to nurture and support existing education projects such as the unique Young Composers Project, which sees students new to composing working closely with orchestra representatives. The students create new compositions, culminating in a public performance and recording. Maestro Gomez is also a champion of many lesser-known composers from South America, programming their works sensitively with more recognized classical names, creating hugely interesting and unique concerts. He has also been responsible for commissioning new works: he and the orchestra were co-commissioners of a new concerto for orchestra and trumpet by Arturo Marquez which was given its US premiere under Gomez's baton in 2019.

The 19/20 and 20/21 seasons in Tucson will see Gomez conduct the complete Beethoven's Symphonies and selected Concertos in a celebration of the composer's works in his anniversary year, and additionally in the 19/20 season he will conduct Mahler's Symphony No. 2, a selection of works by Rossini with rising star Federica Lombardi, the world premiere of Lopez-Hanshaw's "vokas animo for Orchestra and Chorus," and a gala evening with Renée Fleming. In past seasons Gomez has invited and enjoyed working with such artists as Yo-Yo Ma, Midori, Barry Douglas, Vadym Kholodenko, and Gil Shaham.

In The Americas he enjoys a close relationship with the Edmonton Symphony Orchestra, and has also worked with such orchestras as the Houston Symphony, National Arts Centre Orchestra of Ottawa, Vancouver, Colorado, Grand Rapids, Winnipeg, and Alabama Symphonies, the Chamber Orchestra of San Antonio, Rochester and Louisiana Philharmonics, Pasadena, Elgin, and he made his debut at Carnegie Hall with YPhil Youth International Philharmonic. Further south, he has worked with Orquestra Sinfonica Brasileira, Bogota Philharmonic Orchestra and Orquesta Nacional de Peru.

He has worked extensively at home in Europe with such orchestras as RTVE National Symphony Orchestra of Madrid, Weimar Staatskapelle Orchestra, Royal Scottish National Orchestra, Royal Liverpool Philharmonic, Orquesta Filarmónica de Gran Canaria, Hamburg Symphony, Karlsruhe Staatstheatre Orchestra, Basel Sinfonietta, Orquesta Sinfonica do Porto, Castilla y Leon, Pomeriggi Musicali di Milano, Sinfonia Varsovia, SWR Radio Sinfonie-orchester Stuttgart, Orquesta Sinfónica de Tenerife, and in 2019 he made a very successful debut with Komische Oper Berlin with Gabriela Montero as soloist.

In Australasia he has worked with the Macau Orchestra and Nemanja Radulovic, New Zealand Symphony, Australian National Academy of Music in a Celebration of Bernstein, the Dunedin Symphony Orchestra, the National Taiwan Symphony Orchestra, the Daegu Symphony Orchestra, as well as conducting and curating the program for the inaugural year of the Solasian Youth Orchestra at the Daegu Festival.

At the end of the 19/20 season he will make his debut with the Oslo Philharmonic. He will also embark on an extensive tour of the UK with the Flanders Symphony Orchestra with Milos Karadaglic as soloist. Another debut will take him to California to work with the Pacific Symphony and Joyce Yang, and he will also work with both the Malaga Filharmonica and the Phoenix Symphony for the first time.

Other memorable performances included debuts with the Moscow State Conservatory, the widely televised New Year's Eve concert in Sofia, and with the Frankfurt Radio Symphony Orchestra in their New Year concerts.

Opera highlights have included La Bohème at Frankfurt Opera and a new production of Rossini's La Cenerentola at Stuttgart Opera, where he also conducted the revival in the following season, La Forza del Destino in Tokyo with the New National Theatre, Don Carlo and Norma at The State Opera in Tbilisi, Georgia, La Traviata in concert with Sacramento Philharmonic Orchestra, Le Nozze di Figaro and Don Giovanni with Teatro Sociale di Como, with whom he also closed their season with a spectacular production of Cavalleria Rusticana.

He has also been featured with the Colorado Symphony Orchestra, recording Bela Fleck's Second Concerto for Banjo and Orchestra, "Juno Concerto," and conducted the MGD CD release of the Nielson, Francaix and Debussy Clarinet Concertos with talented young clarinetist Vladimir Soltan and the Hamburg Symphony Orchestra.

Maestro Gomez was the principal conductor of the Orchestra 1813 Teatro Sociale di Como from 2012 to 2015 where he curated a new symphonic season, which resulted in a new and enthusiastic audience, conducting concerts to full houses. His contract as Music Director of the Tucson Symphony Orchestra has been extended to the end of the 23/24 season.

KEY COLLEAGUES



Patricia Joslyn

Vice President of Operations & Artistic Planning

Pat Joslyn joined the Tucson Symphony Orchestra as the Vice President of Operations and Artistic Planning in September of 2017. She oversees the day to day artistic operations (which includes production, orchestra personnel, library, artistic administration, and education), and works closely with the Music Director to plan concerts, identify and engage guest artists and guest conductors. Prior to joining the TSO, Joslyn spent seventeen years with the Sarasota Orchestra where she held various positions, including Personnel Manager, Artistic Administrator, and Vice President of Operations and Artistic Planning. During her tenure with Sarasota Orchestra, Joslyn helped to create and program a successful Pops series and worked with the musicians to reformat the Chamber Music series, which started selling out each season. These changes attracted new sponsorships for these series.

Before joining the Sarasota Orchestra, Joslyn was Operations and Personnel Manager of the Brevard Symphony (Melbourne, FL), where she also played Principal French horn. Additionally, Joslyn played fourth horn in the Orlando Philharmonic, in a professional brass quintet, and was an active freelancer, contractor, and educator. Joslyn is a native Floridian and is a graduate of the University of South Florida (Horn Performance major).

Joslyn has established a strong rapport with José Luis Gomez and the musicians, as well as staff, Board, and volunteers. Joslyn leads the team through the sometimes-challenging requirements of a complex CBA,

finding ways to work within the Agreement to accomplish the end goal. Joslyn demonstrated futuristic leadership during the recent Collective Bargaining Agreement negotiations, identifying and executing strategies that align with the long-term goals of the orchestra and its mission driven focus, including the first three-year musician contract.

Joslyn is always looking for engaging artists and meaningful projects to present to the community. She admits that is the “fun” part of her job. She loves collaborating with Maestro Gomez. Joslyn says, “He is an incredible talent and always open to ideas.”

When asked, she says, her superpowers are loving, believing in, and encouraging others to do their best and to feel valued. In the end, she says, that’s what really matters. Joslyn is happy to be close to her family in Mesa.



Glenn Paris
Vice President of Development

Glenn Paris, the Vice President of Development, oversees major gifts and individual giving, corporate sponsorships, foundation and government grants, and leads the development team.

A veteran producer, artistic administrator and seasoned fundraiser, Paris has led major development efforts for such notable organizations as ion theatre, La Jolla Playhouse, New York City Mission Society, and HB Playwrights Foundation.

Paris focuses on fostering support for TSO’s strong education programs. Throughout his career, Paris has stewarded relationships between and across diverse communities to sustain responsible accountability to the regions he serves. Championing artistic growth, forging opportunities to connect youth with an array of cultural offerings, and providing access to all regardless of economic circumstance is at the heart of what he considers his ongoing mission and vision. Paris holds a Master of Fine Arts in Directing from Carnegie Mellon University.



Bruce Robinson
Vice President of Patron Loyalty

Bruce Robinson was recently appointed Vice President of Patron Loyalty at the Tucson Symphony Orchestra. In eight years as the chief marketer of the Qatar Philharmonic Orchestra, he tripled their audience and obtained major feature coverage in *Financial Times*, CBS 60 Minutes, BBC World News, BBC Radio 3 and BBC Radio 4, *The Independent*, *The Guardian*, Radio Italia, Al Jazeera Arabic, Al Jazeera English, Das Orchester, Musical America, *The Telegraph*, and *New York Times Q Magazine*.

Earlier, as Chief Marketer of the Houston Symphony for six years, Robinson reversed double-digit revenue declines, growing revenue 38% at a time that American orchestra audiences declined 10%. During his tenure he obtained feature stories on NPR All Things Considered about baseball-style cards of musicians, in the *New York Times* about an upcoming performance of The Planets, and in the US Postal Service magazine for direct mail, *Deliver*, about Houston’s big-data profiling methods.

Robinson’s education uniquely prepared him for orchestra marketing. He studied piano performance at Indiana University and the University of Arizona, earning his doctorate at the age of 23. Several years later he earned a Master of Management/MBA in marketing and finance at Northwestern University’s Kellogg School. Prior to joining Houston Symphony, Robinson marketed consumer packaged goods.

Decades after leaving the University of Arizona, Robinson returned to Tucson. He is excited by the opportunity for the people of the Tucson Symphony Orchestra and the audiences of Tucson to live into a life of performing, enjoying and sharing music.



Autumn Van Den Berg
Board Chair

As Community Relations Manager for Cox Communications, Autumn Van Den Berg serves as the day-to-day community manager for the Southern Arizona offices. She participates in community events, manages organizational partnerships, as well as internal communications. She also oversees Cox's environmental, diversity, and community programs, while providing support to the Cox Public Affairs Director as a member of the Southwest Regional team.

Previously, Van Den Berg was the Director of Operations for a national legal talent management firm.

She is a graduate of Greater Tucson Leadership and has served as President on the Board of Directors of the Easter Seals Blake Foundation, the largest social service agency in Southern Arizona. She also serves on the Board of the Presidio San Agustin del Tucson and has served on the Tucson Symphony Orchestra Board of Trustees since 2013.

PREFERRED QUALIFICATIONS

Tucson Symphony Orchestra seeks a President and Chief Executive Officer with

- a resourceful and entrepreneurial perspective and the ability to work in a collaborative style and maintain balance in a demanding and fluid environment;
- exemplary communication skills and the ability to communicate effectively, build rapport, and relate well to people with varying age and values;
- a commitment to consistently placing a high value on TSO's extensive network of internal and external stakeholders with a keen focus on listening to, understanding, and appreciating feedback;
- a demonstrated ability to connect dots, see the big-picture, and recognize long-term effects and future trends;
- a demonstrated ability to oversee major gifts cultivation, stewardship and solicitation; and
- a demonstrated ability to prioritize and complete tasks necessary to meet or exceed the mutually agreed upon expectations while being accountable for personal and professional actions.

A bachelor's degree is required for this position. At least eight years of management experience in a performing arts institution is preferred as is an advanced degree.

DIVERSITY, EQUITY, AND INCLUSION

It is the policy of the Tucson Symphony to provide all persons with equal employment opportunities without regard to race, color, sex, religion, national origin, veteran status, marital status or any characteristic protected by federal, state, and local law. Candidates of ALAANA (African, Latinx, Asian, Arab, and Native American) communities are encouraged to apply.

SALARY & BENEFITS

Tucson Symphony Orchestra offers a competitive and comprehensive salary and package of employee benefits.

LOCATION

With a metropolitan population of nearly 1 million, Tucson, Arizona encompasses a diverse, multicultural metropolis attracted by its natural beauty, rich history, nationally recognized university, and low cost of living (below the national median). Tucson consistently ranks among *U.S. News and World Reports* top 100 Best Places to Live for desirability, value, job market, and quality of life.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[President and Chief Executive Officer, Tucson Symphony Orchestra.](#)

To nominate a candidate, please contact Anne Johnson:

[annejohnson@aspenleadershipgroup.com.](mailto:annejohnson@aspenleadershipgroup.com)

All inquiries will be held in confidence.