

Code A-8

Career Highlights

circa 1980-1987 - Manager of Volunteers at Orchestra Hall, Detroit, MI
I built a volunteer staff from no more than a handful to over 200 reliable, well-trained volunteers with a waiting list of many more (due to less than 10% turnover).

1987-1990 - Agent, Music Tree Artists Management, Pittsburgh, PA

1990-2002 - Founder and Owner, Joan Sherman Artist Management, Pittsburgh, PA

Founded and ran a music agency devoted to folk, roots and world music. My specialty was to take folk acts out of the folk-music clubs and into the performing arts centers and onto symphonic stages. I was considered one of the first folk music agencies to market almost entirely within the Arts Presenters market.

2003 -NEA Consultant

Under the auspices of the Folk Alliance and with NEA funding, I consulted with small and mid-sized folk music organizations on stabilization and organizational growth through board development, marketing and fundraising.

2004-2007 - Consultant

I worked with individual musicians on advancing their careers by defining their market, creating a marketing package aimed at their targeted constituency and creating an action plan for implementing their marketing goals. Also, I taught classes on this subject at music camps as well as giving workshops for music organizations.

2007-2009 - Marketing and Public Relations for the UMass Lowell Center for the Arts

In their 22-year history, I was the first marketing person they ever hired. In the year and a half since I began, ticket sales have more than doubled, they have received more press and media coverage than ever before and all shows in the current season have made a profit.

Education

1970-1974 - Kalamazoo College, Bachelors Degree in Anthropology.
Graduated with Honors.

1974-1976 - University of North Carolina at Chapel Hill, graduate work in
Folklore (no degree)

1994-1997 - Carnegie Mellon University, Masters Degree in Public
Management/Arts Management. Graduated with Highest Honors.

Skills and Experience

Over 20 years experience in Arts Marketing
Experience on both Mac and PC and in digital marketing
Experience relating to people on the phone, in person and by email
Experience working with people of all races, nationalities and backgrounds

References

Upon request