

HOWARD E. SHERMAN

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PROFESSIONAL EXPERIENCE

AMERICAN THEATRE WING, New York NY

2003-2011

Executive Director: Creative and management leader of historic theatrical not-for-profit service organization, dedicated to supporting excellence and education in theatre.

- Executive producer of ATW's 32-year-old "Working in the Theatre" series, public panel discussion series broadcast on CUNY-TV in New York; personally moderated 30 episodes.
 - Participating artists include Jessica Lange, Anne Bogart, Edward Albee, Kevin Spacey, Cherry Jones, Tony Kushner, Liev Schreiber, Joe Mantello, Jack O'Brien.
 - Developed book series from Continuum Publishing drawn from the "Working in the Theatre" archives: *Acting* (06), *Producing and the Theatre Business* (07), *Writing* (08).
- Creator, executive producer and host of "Downstage Center," weekly theatrical interview podcast; produced with XM Satellite Radio from 2004-8, ATW only since 2009.
 - Participating artists include Anna Deavere Smith, John Patrick Shanley, Ahrens & Flaherty, Alan Ayckbourn, Chris Durang, Bill Irwin, George C. Wolfe, Stephen Sondheim and Paula Vogel; 325 total interviews.
- Executive producer of "In The Wings," bi-weekly short "behind the scenes" video podcast featuring craftspeople and artisans not typically showcased in the media.
- Expanded ATW's internet presence with expanded streaming media and podcasting, yielding forty-fold increase in monthly unique users since joining company.
 - "Downstage Center" podcast downloaded 960K times in 2010
 - "Working in the Theatre" downloaded 650K times in 2010
- Conceived and oversaw publication of "The Play That Changed My Life," anthology of essays by prominent playwrights, published by Applause Books in December 2009.
- Developed programs for young theatre professionals, including Theatre Intern Group, professional development/networking for aspiring producers and managers, and SpringboardNYC, college-to-career professional skills development for aspiring performers.
- Led development of first investment policy and engagement of outside investment counsel; company's endowment increased 20% since policy inception.
- Initiated new company branding program, working with firm of Siegel + Gale to develop first new identity materials since organization was founded in 1941.
- Represented ATW in oversight of all functions of The Tony Awards, the premier theatrical award created by ATW, now presented in partnership with The Broadway League, including the administration of the awards, business operations and the production of the annual national broadcast on CBS (Outstanding Special Class Program Emmy Award 2007, 2008, 2009; outstanding Variety Program Emmy Award 2005).

EUGENE O'NEILL THEATER CENTER, Waterford CT

2000-2003

Executive Director: Leader of 36-year-old theater development institution, operating a variety of literary, educational and training programs. Responsible for all functions including artistic and administrative leadership with oversight of all programs, business management, fundraising,

marketing and facilities. New work developed during tenure included: Marx/Lopez/Whitty's *Avenue Q*, Lee Blessing's *Thief River*, Sheik/Sater's *The Nightingale*.

- Secured \$1 million in state funding for renovation and rehabilitation of historic properties.
- Developed new institutional branding and communications program, including creation of new logo and company's first website.
- Stemmed financial crisis while keeping all constituent programs operating at full strength, with reduction of accumulated deficit from \$1.1 million to \$700,000 during that period.
- Initiated alumni effort for Center's 32-year-old National Theatre Institute, semester-long undergraduate training program.

GEVA THEATRE, Rochester NY

1998-2000

Managing Director: Administrative leader of LORT B non-profit resident theater company, producing seven play mainstage season. Position functioned as co-CEO with artistic director, both hired by and reporting directly to Board of Trustees.

- Completed final phase of \$4 million capital campaign, which finished at \$4.3 million, including fulfillment of Kresge Foundation and National Endowment for the Arts Challenge Grants; secured \$250,000 gift from Eastman Kodak and \$337,500 gift from individual patron; oversaw public portion of campaign raising \$100,000 through seat sponsorships.
- Supervised planning and construction of theater's new second stage, funded through capital campaign, and developed operational plan for new space (opened January 2000).
- Coordinated trustee responsibility review process and led board planning initiative to identify and secure individuated trustee commitments.
- Served on theaters' committee in 1999 LORT-Equity contract negotiations; developed new rules pertaining to theaters' use of new media in marketing and publicity.
- Negotiated transfer of August Wilson's *Jitney* (Huntington Theater/Center Stage) and co-production of Keith Glover's *Thunder Knocking on the Door* (Old Globe Theater/Great Lakes)

GOODSPEED OPERA HOUSE, East Haddam CT

1994-1998

General Manager: Developed new administrative position within LORT B non-profit resident musical theater company producing six play season in two theaters. Reporting directly to Executive Director, coordinated and facilitated all administrative operations, including theater's marketing, press, development, production, facilities management, MIS and house staffs, serving as liaison to theater's auxiliary and managing theater's operation of restaurant subsidiary.

- Negotiated literary, artist and collective bargaining contracts, including:
 - American premiere and subsequent Los Angeles and Washington DC tour of Alan Ayckbourn & Andrew Lloyd Webber's *By Jeeves* with Really Useful Group; also line producer for project; American premiere of *Just So* in association with Cameron Mackintosh; American Federation of Musicians agreement, co-production agreement with Walnut Street Theater on *Paper Moon*; publication agreement for theater's nationally distributed *Show Music Magazine*.
- Revised theater's budgeting and departmental accounting.
- Created integrated institutional positioning program to enhance theater's profile in funding, press and professional communities.
- Directed review and revision of theater's coordinated membership (annual fund), subscription and single ticket sales campaign.

- Instituted review and compliance procedure for subsidiary income royalty sources.
- Codified personnel policies and created company's first employee policy handbook.
- CFO of theater's restaurant subsidiary, establishing all business practices for \$1.5 million annual gross facility combining a la carte dining, banquet functions and overnight guest accommodations.

GROARK FOR GOVERNOR, Farmington CT

1993-1994

Campaign Co-Manager: Directed communications, policy and polling operations for independent gubernatorial campaign of Lt. Governor Eunice S. Groark, operating on fund raised through political contributions.

- Coordinated media strategy, working with industry volunteers and ad agency.
- Developed and executed direct mail fundraising solicitations.
- Arranged and participated in candidate's visits with media editorial boards statewide.
- Drafted media releases and position papers.
- Trained, supervised and analyzed results from nightly in-house polling operation.
- Liaison with candidate's capitol office and staff.

HARTFORD STAGE COMPANY, Hartford, CT

1985-1993

Public Relations Director: National and local press representative for LORT B not-for-profit resident theater producing six-play season of new and classic plays; reported directly to managing and artistic directors; responsible for development of coverage in all media.

- Stories placed include *New York, London* and *L.A. Times, Esquire, GQ, Connoisseur, NPR, Associated Press, TASS*.
- Represented theater's exchange of directors with Pushkin Drama Theater in Moscow, first cooperative relationship between US/USSR theaters of its kind; six-hour, two part production of *Peer Gynt*; pre-NY engagements of *Other People's Money, From The Mississippi Delta, Stand-Up Tragedy, Marvin's Room, and Our Country's Good*; and theater's receipt of 1989 Tony Award for Outstanding Achievement in Regional Theater.
- Worked with board committee and capital campaign staff in development of strategy and collateral materials for \$6.1 million capital and endowment campaign.
- Grant writing included all narrative for \$1 million Wallace Funds grant for diversity programming and \$200,000 Mellon Foundation grant establishing artistic director's discretionary fund.

Marketing Director (1990-1992)

- Planned and executed all subscription, single ticket and group sales efforts, including direct mail, print and media, for annual earned income of more than \$2 million.
- Generated theater's highest subscription level (15,400) in 12 years.

MANHATTAN THEATER CLUB, New York, NY

Press Assistant, 1984-85

WESTPORT COUNTRY PLAYHOUSE, Westport, CT

Press Associate, 1984 & 1985 seasons

PHILADELPHIA FESTIVAL THEATER FOR NEW PLAYS

Public Relations Director, 1983 season

OUTSIDE PROJECTS/CONSULTING

THEATRE DEVELOPMENT FUND/OFF-BROADWAY LEAGUE, New York	2011
Engaged by Siegel+Gale to join branding study for Off-Broadway theatres.	
TWO RIVER THEATER COMPANY, Red Bank NJ	2011
Advisor for establishment of communication position at resident theatre.	
THEATRE FOR ONE, New York NY	2011
Communication strategy consultant for June 2011 residency in Times Square.	
INTIMAN THEATER COMPANY, Seattle WA	1990
National press representative for six-week residency by Moscow's Sovremennik Theater	
McCARTER THEATER, Princeton NJ	1989
Consultant on press strategy for announcement of new artistic director Emily Mann.	
LEAGUE OF RESIDENT THEATERS, New York	various dates
Press representative for LORT during labor negotiations.	
NEW YORK CITY BALLET, New York NY	1989
Part of team strategizing press approach to Lincoln Kirstein's resignation as General Director.	
AMERICAN FESTIVAL THEATER, Stratford CT	1989
Pre-season press representative for reopening of historic theater after seven dark seasons.	

TEACHING, SERVICE & RELATED PROFESSIONAL EXPERIENCE

BROOKLYN COLLEGE, Guest lecturer	2011
EMERSON COLLEGE, Guest lecturer	2011 & 2010
NATIONAL ENDOWMENT FOR THE ARTS, On-Site Reporter	2002-2008
BROADWAY CARES/EQUITY FIGHTS AIDS, Board of Trustees	2009-present
THE ACTORS FUND, National Board of Advisors	2008-2011
NORTH CAROLINA SCHOOL OF THE ARTS	2005 & 2007
Instructor, "Topics in Commercial Theatre," graduate-level course.	
NEIGHBORHOOD PLAYHOUSE SCHOOL OF THEATRE, Board of Directors	2006-10
YALE UNIVERSITY SCHOOL OF DRAMA	2002
Instructor, "Theatrical Marketing and Promotion," graduate-level course.	
UNIVERSITY OF HARTFORD, West Hartford CT, Guest lecturer	1996
YALE UNIVERSITY SCHOOL OF DRAMA, New Haven CT, Guest lecturer	1987; 1990; 1998

WRITING / PUBLISHED WORK

NEW YORK TIMES, "Theater Talkback: Anything But Theatre (At Least for a Night or Two) June, 2011	
THE DAY, New London CT, "Remembering Katharine Hepburn "	Summer 2003
SHOW MUSIC Magazine, six articles	1995 to 2001
HARTFORD ADVOCATE, "Music: Trick or Treat"	November 1994
NEW TIMES, New Haven CT, Contributing Writer	February-July 1992

EDUCATION

UNIVERSITY OF PENNSYLVANIA, Philadelphia PA, B.A. in English	1984
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