

# ALAN H. HARRISON

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LinkedIn profile: [www.linkedin.com/in/alanharrisonseattle](http://www.linkedin.com/in/alanharrisonseattle)

- **Turnaround Expert** – lifted lackluster companies to social and financial prosperity
- **Marketing Expert** – created quantum leaps in attendance, ticket sales, and earned income
- **Innovation Expert** – increased youth participation more than twentyfold

## **EXECUTIVE CONSULTANT | Voice of Reason Enterprises | Seattle, Washington | 1994-**

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- Nonprofit Performing Arts Consultant offering services in strategic planning, development, marketing, facilitation, organizational evaluation, stakeholder evaluation, new income stream identification
- Highlights:
  - Created a full strategic process for Tony Award-winning Barter Theatre (Abingdon, VA) – attendance of 163,000+ per year in a city of 8,000 residents and a Metropolitan Statistical Area with a population of only 305,000)
  - Facilitated and created a strategic plan for Pirate Playhouse (Sanibel Island, FL) – took company out of bankruptcy and into the black for the first time in its history through reorganization and mission focus
  - Interim Managing Director for The Western Stage (Salinas, CA) – reorganized operations and began a strategic planning process for permanent MD
  - Marketing Consultant for Santa Barbara Civic Light Opera – the company increased season ticket revenue by 25% because of new practices put in place
  - Writer/Publisher, [137 Words](http://137words.com) (137words.com) – leading nonprofit arts blog for executive directors, artistic personnel, and board members concentrating on mission, focus, and execution

## **CHIEF PATRON OFFICER | Michigan Opera Theatre | Detroit, Michigan | 2014-2015 (Contract Assignment)**

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- Integrated development and marketing departments into a single Patron Services department for the leading producer of opera and presenter of dance in Michigan, a \$12 million operation
  - Rescaled and re-priced a 2700-seat facility to invoke maximum revenue and buzz
  - Added new youth-oriented program designed to lower average audience age and socioeconomic level
  - \$4 million in fundraising activities and \$3 million in ticket sales in addition to two \$1 million special gifts

## **EXECUTIVE DIRECTOR | ArtsWest | Seattle, Washington | 2004-2011**

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- Led a dynamic, strategic, and mission-driven turnaround for the organization
  - Focused mission and program operations to become successful ventures
  - Recorded highest earned income levels in organizational history in the recession years of 2008-2011. Increased earned revenue by 57%
  - Developed, implemented, and completed \$675K capital campaign
  - Increased budget by 27%
  - Theater program garnered Theater of the Year Award (Broadway World, 2011), among all theater companies of all sizes in Seattle region
  - Nurtured a positive work environment: ArtsWest named Best Nonprofit Place to Work (Opportunity Knocks) – the only arts organization nationwide and the only nonprofit organization in the state to be named to the list

**MANAGING DIRECTOR | Alabama Shakespeare Festival | Montgomery, Alabama | 2001-2004**

- *Executive leader of \$9 million theater company – led the leading arts organization in the Southeast to surpluses after 7 consecutive years of six-digit shortfalls*
  - *Oversaw activities of 350 employees*
  - *Led a major financial upturn for the organization – achieved budget surpluses totaling \$1.5 million*
  - *Achieved major fundraising initiatives, including over \$500,000 in new grants/awards in the first year alone*
  - *Negotiated a single \$900,000 corporate donation and a single \$750,000 corporate donation*
  - *Initiated sweeping developments in board participation, including the creation of a 10-year strategic plan, government relations committee, etc.*
  - *Was appointed by the Governor, Senators, and Congressional members to lead a delegation of Hyundai’s Korean executive team on a tour of the company, after which they agreed to build a \$1 billion plant nearby. Hyundai attributed its decision to the tour of the Alabama Shakespeare Festival: the arts mean business.*

**Related History**

- *Director of Marketing and Communications | Seattle Repertory Theatre*
  - *Increased ticket revenue by over \$1,300,000, an increase of 31%.*
- *Special Projects Director | Lincoln Center Theater (New York, NY)*
  - *Increased membership by 80%*
- *Director of Marketing and Communications | Pittsburgh Public Theater*
  - *Increased paid attendance by over 100%*
- *Director of Marketing and Communications | The Pasadena Playhouse*
  - *Increased ticket revenue by over \$800,000*

**Education**

- *Graduate:*  
*Stanford Graduate School of Business*  
*EPNL Fellowship, Nonprofit Leadership*
- *Undergraduate:*  
*UC Irvine*  
*Drama*

- *Member, Advancement Northwest (AFP)*
- *President, Seattle Center Area Marketing Professionals (SCAMP)*
- *Advisory Committee, Reader’s Digest/Wallace Funds*
- *Special arts consultant to Alabama Governor Don Siegelman*
- *Host (3 years), “All the World’s a Stage,” National Public Radio*
- *Department Chair, Graduate (Master’s) Program in Arts Administration, University of Alabama*
- *President, Board of Directors, Seattle Dramatists*
- *Committee Member, Fixed Asset Panel, 4Culture, King County*
- *Arts Marketing Advisory Committee, Seattle Central Community College*
- *Seattle Chamber of Commerce Guest Lecturer, Small Business Administration*