

## Value Proposition

Jane is a senior executive with 20 years of experience in business development with leading performance venues, including capital campaigns and strategically building and promoting cultural festivals and the musical careers of prominent artists, locally, nationally and internationally. Her professional focus is sponsorship, branding, media and cultivation events, with a track record of securing and stabilizing new revenue streams for established organizations and start-ups in both the for profit and not-for-profit sectors. Jane's consultative approach to driving results for her clients incorporates a strong sense of corporate culture, mandate and fiscal responsibility while cognizant of complex issues and personalities.

## Selected Achievements

- Consulted on the mapping of new strategic directions in business development for the Calgary International Film Festival as part of a Capacity Expansion Plan facilitated by Osborne. Evaluated, packaged and sold new multi-year corporate sponsorship agreements for the Festival event.
- Developed a corporate sponsorship portfolio across a variety of business categories for the Corporation of Massey Hall and Roy Thomson Hall, Toronto. Evaluated, packaged and sold new corporate sponsorships for both venues' capital needs, special events and their respective performing arts series.
- Built and executed the first business development campaign for the Francis Winspear Centre for Music, Edmonton, exceeding the revenue target of \$1 million and securing \$1.3 million in new corporate sponsorship and government funding in twelve months.
- Managed a roster of prominent Canadian classical and jazz artists and organizations performing nationally and internationally. Effectively solicited engagements and representation in alignment with the artistic interests of clients and in the development of innovative repertoire and profitable concert programs in close partnership with artistic directors and producers.
- Consulted on the launch of a classical music festival with the Toronto Symphony Orchestra at Massey Hall, Toronto. Secured an umbrella sponsorship with Chapters Books Inc. comprising the first corporate commission of a musical work in Canada, revenue growth for operations at 30%, and funding for the media launch and gala in the festival's first year.

## Experience

- Capital Campaign - Francis Winspear Centre for Music: Fund Development Manager
- Corporation of Massey Hall and Roy Thomson Hall: Senior Development Manager
- Calgary International Children's Festival: Manager, Development and Community Outreach
- Art of Time Ensemble: Consultant, Marketing & Publicity
- Toronto Based Ensemble Continuum Contemporary Music (Chalmers Award Recipient): Consultant, Marketing & Development

## Qualifications

- Bachelor of Arts, Music and French - Professional level classical flute performance, University of Alberta, Edmonton
- Bachelor of Education, Bilingual Degree, University of Alberta, Edmonton
- Editing for Books, Journals and Magazines, Ryerson University, Toronto

