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DEC 16 2015

**MAYOR'S OFFICE  
REQUEST FOR APPOINTMENT**

**DATE** Dec 8, 2015

**AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT  
TO:** Allentown Arts Commision

**NAME:** Sheila K. Evans

**HOME ADDRESS:** 1066 Hillview Dr. Allentown,  
18103

**BUSINESS**

**ADDRESS:** 23 n 6<sup>th</sup> st, allentown, pa  
18101

**TELEPHONE NO. (RESIDENCE)** 9132260794 **BUSINESS** 610 432 7961

**EMAIL:** sevans@allentownsymphony.org

**PRESENTLY EMPLOYED BY:** Allentown Symphony Association

**JOB**

**TITLE** Executive Director

**EMPLOYMENT (Prior):** Director Marketing/Strategy; Sprint Corporation,  
Overland Park, KS

**EDUCATION:**

<b>HIGH SCHOOL GRADUATE:</b>	<u>x</u> YES	<u>      </u> NO
<b>COLLEGE OR UNIVERSITY GRADUATE</b>	<u>x</u> YES	<u>      </u> NO
<b>DEGREE/FIELD OF STUDY</b>	<u>Bachelor Music; Masters Marketing Finance</u>	

**CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES:** Lehigh Valley  
Hospital, Board of Associates; Muhlenberg College, Board of Associates; Allentown  
Downtown Rotary; American Association of Univeresity Women  
Allentown Arts Commission, Vice  
President

\_\_\_\_\_  
\_\_\_\_\_  
**PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES  
HELD:** \_\_\_\_\_

\_\_\_\_ Lyric Opera of Kansas City, President and Chairman of the Board; member,  
Central Exchange, Kansas City; Newcomen Society; Willard  
Sorority \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**DO YOU LIVE IN THE CITY OF ALLENTOWN:** \_\_\_\_\_ YES    ☒ NO

**HAVE YOU EVER BEEN ARRESTED?**  
no  
\_\_\_\_\_  
\_\_\_\_\_

**IF SO, WHY?**  
\_\_\_\_\_  
\_\_\_\_\_

**DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN  
ALLENTOWN? PLEASE EXPLAIN:**  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ I am the Executive Director of Allentown Symphony Association  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**ARE YOU A REGISTERED VOTER:** \_\_\_\_\_ ☒ YES    \_\_\_\_\_ NO

**WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE  
WHAT VALUE YOU WILL BRING TO THE BOARD:**

Miller Symphony Hall and the Allentown Symphony are critical to the success of  
Allentown, providing a first class performance and community space and cultural  
education for our children.

As a citizen of our community, I want the Arts as a whole to be successful and integral to  
Allentown.

Additionally, my for-profit experience as a Strategy and Marketing Executive at a Fortune  
50 Company gives me the knowledge of the motivations of the for profit leaders of our

community. We will all be most successful with the combined effort of business, government, and the arts non-profits.

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DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION: \_\_\_\_\_ YES    ☒ NO

IF YES,  
EXPLAIN: \_\_\_\_\_

IF YOU ARE BEING CONSIDERED FOR REAPPOINTMENT, PLEASE INDICATE HOW MANY TERMS YOU HAVE SERVED \_\_\_\_\_ one term \_\_\_\_\_ AND THE YEAR YOU WERE FIRST APPOINTED \_\_\_\_\_ not sure, 2012 or 13 \_\_\_\_.

NOTE: This information will be used for making appointments to authorities, boards and commission and in the event you are appointed/reappointed, it may be used as a news release to identify you to the community.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please forward this request for appointment, along with a resume to:

Mayor's Office  
City Hall  
435 Hamilton Street  
Allentown, PA 18101

# SHEILA EVANS

1066 Hillview Dr  
Allentown, PA 18103

sheilakevans@gmail.com  
Mobile: (913) 226-0794

## EXECUTIVE SUMMARY

Creative, high-impact, forward-thinking, results-focused executive with 20+ years progressive experience in not-for-profit and for-profit environments. Streamlined processes, reduced costs, expanded customer base, met and surpassed revenue goals. Accountable for multimillion to multibillion dollar revenues, assets, partnerships, and alliances. Innovative approach to products and marketing. Supervised/led from 6 to 600 multilevel staff. Articulate communicator and speaker. Routinely hold P&L responsibility. Marketing/Finance MBA.

### Core Competencies:

- |                          |                        |                           |
|--------------------------|------------------------|---------------------------|
| • Strategy               | • Audience Development | • Direct Marketing        |
| • Technology Savvy       | • Customer Experience  | • Educational Initiatives |
| • Board Development      | • Fiscal Management    | • Growth of Diversity     |
| • Social Media Marketing | • Marketing            | • Fundraising             |
| • Partnership Growth     | • Culture Change       | • Innovation              |

## PROFESSIONAL EXPERIENCE

**ALLENTOWN SYMPHONY ASSOCIATION**, Allentown, Pennsylvania

2009–present

### Executive Director

As top executive reporting to Symphony Association Board, led turnaround of Miller Symphony Hall and Allentown Symphony Orchestra. Brought stability to troubled organization through:

- Programming growth from 18 to over 90 in-house productions in three seasons:
- Rental business growth through partnership with community organizations and commercial promoter, *BRE*
- Technological changes to enable programming expansion including Metropolitan Opera HD and National Theatre of London
- Initiated El Sistema Lehigh Valley nationally recognized music program for underprivileged youth—earned national recognition from Getty Foundation
- Development Growth: in donor numbers and giving through renewed belief in the vision of the organization. Grew earned revenue from \$1.7M to \$2.3M in three years. Initiated and completed \$6M integrated fundraising campaign to retire \$2.7M in old debt and raise operating revenue (the largest campaign in the history of the organization).
- Social Media Marketing Growth: Website Redesign; invested in social media marketing.
- Factbased decision making: Conducted audience research to define and create optimal customer experience.
- Created competitive differential and positive margin for the hall.
- Five year positive bottom line.

**SPRINT**, Overland Park, Kansas

1990–2008

### Director, Strategic Alliance Marketing

Established, organized, and directed marketing team to support fourteen key Strategic Alliances (including Cisco, Hewlett Packard, IBM, Avaya) with over \$200M account revenue and \$1.4B in sell-with and sell-through revenue.

### Director, Corporate Strategy

Developed, monitored, and maintained Corporate Strategy for Fortune 50 corporation. Provided project support to CEO and Board of Directors. Identified and assessed multibillion dollar business opportunities in highly volatile telecom industry. Led multiple cross corporate initiatives which resulted in changes to business including:

- Sprint Nextel merger team on Coverage Strategy Segmentation initiative, which provided structure for Sprint reorganization from product line to customer segment.
- Vertical Marketing initiative, identified Systems Integrators, and created strategic alliances to increase penetration of Enterprise and Public Sector accounts.
- Competitive Access Reduction Team, which presented to CEO alternatives to decrease long distance connection access costs compared to those of competitors (the largest cost driver of LD expense).

### Director, Emerging Technologies Development and Marketing



Managed project/program transformation of Long Distance Division from a single product long distance focus to a Bundled Competitive Local Exchange (CLEC) provider, including a full product portfolio of local, long distance, and broadband services. Led cross-divisional/functional executive team for this multiyear, high-profile project.

#### **Director, Business Process Improvement, Executive Staff**

- Led internal consulting team in major corporate initiative to reduce Sprint's operating expenses by \$150M over 9 quarters in 12 key business processes (sales, finance, marketing, customer care, and network), which made up 80% of expense.
- Co-chaired Change Management Task Force with Human Resource SVP to assess and design the supporting infrastructure for successful business/operation process improvements, including key processes.

#### **Director/Group Manager, Switched Order Processing, Finance/Operations**

- Managed up to 600 teleservicing employees for customer account activation
- Streamlined connection process and reduced headcount by 30% through attrition.
- Enhanced customer satisfaction and revenue through more timely and accurate service switching
- Negotiated billing and collection contracts with 1200 Independent Telephone companies.

AT&T, Missouri, New Jersey, Michigan

1980–1990

#### **District Manager/Sales Manager/Supervisor Marketing and Sales**

- High Potential Management Development Program participant: (Leadership Continuity Program). Rotated through marketing and sales positions with increasing responsibility with line and staff assignments.
- Sales Success: District Manager, Telemarketing. Managed key outsourced vendors as well as in house representatives in growth from 150 to 600 non-management union representatives with \$300M in annual revenue.
- Customer Centric: Created marketing intelligence process and supporting infrastructure, which was rolled out nationwide providing Voice of Customer to Key decision makers in Staff Roles.
- Innovative Strategy: Creator Consumer Carrier Selection strategy for competition in Long Distance. Assessed staff Marketing budget over \$135M for 80M customer base.

#### **LYRIC OPERA OF KANSAS CITY,**

1995–2009

- Board Member 1995–2009
- Board Chair 2006–2008

#### *Accomplishments*

##### **Consensus Builder:**

Led Strategy Retreat with Staff, Board, and Guild to gain consensus on whether the Lyric Opera would support move to new proposed \$300M Performing Arts Center (2001). This was a complex decision as Lyric Opera is/was one of four Opera companies in the US to own its own building—move to the Performing Arts Center impacted office space, performance space, rehearsal space, and revenues from 3 key tenants. In addition one of the recently deceased Board members had donated the Opera building (a not very attractive facility with little reuse potential after building the PAC) in the last 10 years raising concerns about ongoing support from his Foundation. Next steps were to identify reuse or sale of facility; find office and rehearsal space; plan for loss of revenues from tenants; and plan for increased cost of performance in the new facility

##### **Strategic Vision:**

As VP Strategy led development of five-year strategic plan with direct linkage to accomplishment of Mission and identification of key metrics. Areas of Focus included: Artistic Excellence; Financial Stability;

- Board President 2004–2006

- Vice President, Strategy 2002–2004  
Audience Growth; Diversity of Staff, Artists, and Audience; Education; Customer Satisfaction.

##### **Fund Development and Leadership:**

Board Member Lyric Endowment Board. Endowment established during Board tenure. Developed marketing/communications plan executed by Lyric staff.

##### **Marketing Growth:**

Drove launch of Web portal and ticket office in 1999 supported by research of current customers and prospects. 37% of ticket sales currently from the Web by 2007 ahead of industry.

As Board President recommended utilization of external marketing consulting to supplement limited staff marketing expertise. Resulted in new pricing structure; upgraded computer/ticketing systems; training for Box Office staff on selling/upgrade.

#### **EDUCATION**

MBA, *Arizona State University*, Marketing and Finance

Bachelor of Music, *Nebraska Wesleyan University*, Violin Performance

Graduate Studies, *Wayne State University*, Baroque

Musicology Honors and Awards:

Gateway To Equity Award, American Association of University women, May 2013

**RECENT HONORS AND AWARDS****Human Relations Council, October, 2013**

Allentown Symphony Association nominated and awarded for Accessibility and Diversity of stage and educational programs.

**Lehigh Valley Health Network Board of Associates, 2014-present**

The LVHN Board of Associates consists of community leaders with a mutual interest in quality patient care, clinical and community education, medical research and other endeavors that keep our community healthy.

**Muhlenberg College Board of Associates, 2013-present**

An organization of select business, professional and civic leaders committed to fostering community understanding and support of the College.

**Harvard Strategic Perspectives for Non Profit Executives, summer 2011**

First Arts Executive from Lehigh Valley to be nominated to attend a highly selective course at the Harvard Business School for 150 international non-profit CEOs. One of two US performing arts organizations represented. Full scholarship from Harvard donor.

**COMMUNITY AFFILIATIONS**

Muhlenberg College, Board of Associates

American Association of University Women

Diamond Donor, United Way

Lehigh Valley Health Network, Board of Associates

**Pennsylvania Presenters Panel, Spring 2011, Spring 2015**

Selected by Head of Pennsylvania Arts Council as one of seven presenters to sit on panel assessing and awarding dollars to the over 100 presenters in Pennsylvania.

**Milestone Award, Lehigh Valley Chamber of Commerce, November 2010**

Allentown Symphony Orchestra awarded the only annual Milestone Award granted by The Greater Lehigh Valley Chamber of Commerce is an organization comprised of more than 5000 businesses. It is the second largest Chamber in the state of Pennsylvania, and one of the largest in the nation.

**Essentials of Orchestra Management, League of American Orchestras, January, 2010**

Attended "Executive Director Boot Camp", a selective 10 day program for new Executive Directors at the League offices.

Instructors/Lecturers included Susan Graham, Peter Pasterich, James Levine, Brent Assink, SFO and many others. Built strong relationships in the industry and with League officials.

Mayor's Arts Commission, Allentown, PA

Past Chairman and President, Lyric Opera of Kansas City

Allentown Downtown Rotary

Pennsylvania Arts Council Music Grant Panelist