

RECEIVED

REQUEST FOR APPOINTMENT

DATE 3/19/2019 MAR 25 2019

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO: Arts Commission MAYOR'S OFFICE

NAME: Al Jacobsen

HOME ADDRESS: 2850 W. South Street, Allentown, PA 18103

BUSINESS ADDRESS: Miller Symphony Hall, 23 N. 6th St, Allentown, PA 18103

TELEPHONE NO. (RESIDENCE) 845-641-3828 BUSINESS 610.432.7961 x.101

EMAIL: ajacobsen@allentownsymphony.org

PRESENTLY EMPLOYED BY: Allentown Symphony Association, Inc.

JOB TITLE: Executive Director

EMPLOYMENT (Prior): -Pittsburgh Symphony Orchestra - Director of Corporate Support
-Westchester (NY) Philharmonic - Manager, Operations

EDUCATION:

HIGH SCHOOL GRADUATE:	<input checked="" type="checkbox"/>	YES	<input type="checkbox"/>	NO
COLLEGE OR UNIVERSITY GRADUATE	<input checked="" type="checkbox"/>	YES	<input type="checkbox"/>	NO
DEGREE/FIELD OF STUDY				

B.A. in Music & B.S. in Management - Binghamton University (SUNY)

M.B.A. (concentration: Org. Behavior/Human Res. Mgmt) - University of Pittsburgh

CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES:

Professional Member - League of American Orchestras

Associate Member - New City (NY) Volunteer Ambulance Corps/Rescue Squad

Eagle Scout - Boy Scouts of America

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES

HELD:

Treasurer & Board Member - New City (NY) Volunteer Ambulance Corps
Leadership Development Initiative XXIV Class - Leadership Pittsburgh Inc.
French horn player - Pittsburgh Philharmonis, Rockland (NY) Symphony Orchestra,
Binghamton University Symphony Orchestra, Rockland (NY) Youth Philharmonic

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:

Nothing outside of primary residence.

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:

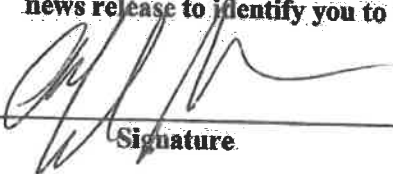
The Allentown Symphony Association (ASA) is one of the most important and established arts organizations in Allentown. As the representative of this org. I would bring an important and informed perspective to the Arts Commission & will work w/ my fellow commissioners to promote & use arts as a catalyst to make Allentown a better place to live, work & play.

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 _____ AND THE YEAR YOU WERE FIRST APPOINTED _____.

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

3/19/2019

Date

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

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

Alfred O. Jacobsen

2850 W. South Street
Allentown, PA 18103
aljacobsen7@gmail.com
845.641.3828

Professional Profile

Forward-looking arts management professional with deep passion and knowledge of the performing arts. Highly organized, plan/goal-driven manager focused on delivering results that meet or exceed expectations. Powerful capacity to communicate in both verbal and written form. Key areas of expertise and experience include not-for-profit institutional and individual fundraising, orchestral operations & touring, consultative selling, classical music (performance & academic studies), organizational behavior (academic studies), project management, and marketing. Additional knowledge in music education and community engagement, board/volunteer management, artistic planning, financial management, and venue/theater management.

Professional Experience

Allentown Symphony Association (ASA), Allentown, PA
operating: Allentown Symphony Orchestra; El Sistema Lehigh Valley
owner/operator: Miller Symphony Hall

Executive Director

10/2018 – Present

- Serve as administrative leader of organization with 27 full and part-time staff
- Oversee and provide leadership for all administrative aspects of organization including artistic planning, marketing & sales, development, education, hall management, finance, and concert production
- Develop annual budget and monitor all expenses of the ASA
- Represent ASA throughout the community and actively seek out partnerships
- Work closely with the Board of Directors in all areas of governance and oversight
- Consult and work with Music Director in developing artistic and educational profile of organization

Pittsburgh Symphony Orchestra (PSO) & Heinz Hall for the Performing Arts, Pittsburgh, PA

Director of Corporate Support

5/2014 – 10/2018

- Served as leader of corporate fundraising team with one full-time direct report
- Raised \$16.4M in corporate sponsorships & donations during 10-year tenure
- Raised \$850K over seven years from individuals and institutions for nearby satellite concert series
- Directed annual fundraising event for satellite series
- Project leader for tour fundraising
- Member of cross-departmental staff tour planning committee comprised of colleagues in artistic planning, operations, PR/communications, C-Suite
- Solicited and implemented more than \$100,000 worth of corporate and foundation sponsorships for the 2016 European Tour
- Solicited and implemented five-figure sponsorship for a May 2014 Spring For Music performance at Carnegie Hall in New York City
- Managed two board committees
- Engaged board committee trustees/volunteers in donor prospecting and corporate fundraising activities
- Collaborated with Marketing & Sales, Communications, and Education departments on sponsorship proposals and reporting
- Prospected potential sponsors following a deliberate and proven sales process
- Implemented sponsorship activation and donor benefits that include name/logo recognition, concert tickets, artist meet and greets, and VIP client entertainment
- Served as a member of Heinz Hall Safety Committee

Senior Manager of Corporate & Tour Sponsorship

9/2012 – 4/2014

- Managed cross-departmental team (staff and musicians) to create the PSO's first-ever crowdfunding campaign through Kickstarter.com