

# Alyson Pou

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## NON-PROFIT SENIOR EXECUTIVE FOR THE ARTS AND ARTISTS

Visionary leader with ability to direct complex initiatives from concept to fully operational status. A proactive problem solver whose passion and drive is anchored in the arts as a practitioner with a results-focused entrepreneurial mindset.

- Strategic vision, planning and execution
  - Operational management
  - Partnership cultivation
  - Fundraising strategy
  - Public speaking/consulting
  - Fiscal accountability
  - Grantmaking panelist
  - PR and Marketing planning and implementation
  - Award winning artist and curator
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**Creative Capital**, New York, NY

**1999 to Present**

*An innovative national non-profit that supports artists through funding, counsel and career development services. Since 1999 committing \$40 million to 511 projects representing 642 artists in five disciplines with the workshops and webinars of the Professional Development program serving more than 14,000 artists in over 700 communities.*

### **Program Director, Professional Development Programs (2003- present)**

As Founding Program Director, conceived and spearheaded a model program for professional development designed to enable artists to acquire the strategies and tools to maintain a sustainable career.

### **Major Accomplishments:**

#### **Program Development**

- Launched Professional Development Program in 2003 that to date has expanded to include more than 100 partner organizations and served more than 14,000 artists in 700 communities nation wide.
- Expanded educational program offerings from on average one workshop per month to a comprehensive menu of more than 25 workshops and webinars. Conducting between 4 and 6 educational events per month totaling more than 384 workshops and 240 webinars to date.
- Resourced, recruited and partnered with a team of more than 20 workshop leaders and established a presenting partnership network of more than 100 organizations including state and local arts agencies, NFP Arts Organizations, Foundations, Colleges and Universities.
- Increased operating budget from original grant of \$125,000 to \$800,000 annual average: 40-50% earned and 50-60% contributed income budget.
- Managed \$1.5 million multi-year grant to develop program offerings and create a subsidy program and diversity initiative to support workshops in under represented communities.
- Created and implemented a multi-community model utilizing blended learning techniques.
- Designed and implemented a 4-day summer intensive offering for artists.

- Regularly conducts quality control and oversight for program and instructor evaluation and quality maintenance.
- Designs and facilitates planning and professional training sessions for workshop leaders.
- Oversees training of new instructors utilizing meetings, rehearsals and feedback.

#### **Partner Initiatives, Cultivation and Communications**

- Continuously sources potential new partners and maintains commitment of existing partners.
- Develops partner outreach strategies for professional development offerings.
- Oversees direct marketing of professional development program, workshops, webinars.
- Writes and/or edits content for press releases, website and printed materials.
- Interfaces with internal communications staff to collaborate on marketing strategies and digital marketing plans.
- Oversees program publicity and outreach plans including social media, e-blasts, newsletter content and program announcements.
- Advocates for individual artists and the key role artists play in the current economy.

#### **Budgeting and financial planning**

- Establishes annual program budget based on earned and contributed income and determines allocations to special projects.
- Oversees all contract negotiations with staff, consultants, leaders, and presenting partners.
- In conjunction with CEO and CFO, plans for long-term budget projections and fundraising strategies.

#### **Director of Programs and Services (1999-2006)**

Originating the position of Director of Programs and Services, created and implemented the Artist Services Program, expanded the organization's administrative structure, and conceived and initiated the Professional Development Program.

- Established the Artist Services Program that features a holistic four-point approach to career services and financial support for artists.
- Produced and moderated grant-making panels in four disciplines: performing, visual, moving image, and emerging fields.
- Designed grants administrative structure and hired director of grant-making.
- Oversaw awards process for more than \$12 million to 242 artists' projects in six years.
- Conducted annual orientation for new grantees to review contracts, artist's project plan, budget, and created a personalized strategy for the project.
- Designed system of additional financial support and staff advisement resulting in grantee award and services value increasing by 80%.
- Established Strategic Planning Coaching Program and implemented organization's first grantee handbook.

#### **Fundraising and Strategic Planning Consultant, New York, NY**

**1997 – 1999**

- Volunteer Lawyers for the Arts (1997 – 1999)
- National Association of Arts Organizations - conference planning consultant (1998-1999)
- New York State Council for the Arts-Literary Program (1997-1998)

**Creative Time Inc., New York, NY**

**1985 – 1997**

*Creative Time commissions and presents ambitious public art projects with thousands of artists throughout New York City, and across the country in partnership with a variety of well-known cultural institutions and community groups.*

## **Director of Programs and Public Relations**

### **Programs**

Managed and produced flagship programs Art on the Beach, Art in the Anchorage, and Art on 42<sup>nd</sup> Street. Expanded mission to include performance art, dance and theatre. Created the City-Wide Program, commissioning and producing projects by artists across the city. Lectured and wrote articles for Public Art Forum and other publications on time based and temporary public art. Forged successful partnerships with city and state agencies including NYC Department of Transportation, Mass Transit Authority, Central Park Conservancy, and NYC Department of Parks and Recreation.

### **Public Relations**

Conceived strategy and implemented all public facing print and media communications. Wrote programmatic copy, commissioned graphic design and catalog essays, built press relations and placed articles and reviews with printed publications including the New York Times, Wall Street Journal, and Newsday. Produced all Gala and Fundraising events with proceeds growing to represent 10-15% of annual budget.

## **Artistic Awards, Grants and Fellowships**

### **Awards**

New York Dance and Performance Award (aka The Bessie Award)

Henderson Award for Poetry

### **Grants/Fellowships**

National Endowment for the Arts

The American Antiquarian Society

The Virginia Center for the Creative Arts

Art Matters, Inc.

Franklin Furnace Fund for Performance Art

NYC Dept. of Cultural Affairs

## **Exhibitions/Performances**

### **New York**

Danspace Project at St. Mark's Church, Performance Space 122, Franklin Furnace, The New Museum, Artists Space, LMCC Swing Space Program, Bronx Museum, ALJIRA Center for Contemporary Art, Central Booking Gallery.

### **Nationally**

High Museum of Art and Nexus Contemporary Art Center, Atlanta; New Langton, San Francisco; The Contemporary Art Forum, Santa Barbara; The Contemporary Art Center in New Orleans.

### **Teaching**

Taught classes on the history of performance art and led workshops and classes for multi-media performance production at NYU, Cooper Union, The New School for Social Research in NYC, Williams College and Smith College in Massachusetts.