

KEVIN K. MAIFELD

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ACHIEVEMENTS

- Founding Director, Master of Fine Arts in Arts Leadership Program at Seattle University.
- Co-produced *Ain't Nothin but the Blues*, a Tony nominated Broadway show.
- Transferred world premiere regional production of *A Lesson Before Dying* to New York.
- Secured \$1.75 million challenge grant from the Ford Foundation providing a cash reserve and endowment funds for the Alabama Shakespeare Festival.
- Negotiator, League of Resident Theatres and Actors' Equity Association national labor contract.
- Produced first national professional tour in ten years for a major regional theatre. Reached audience of 25,000 in 26 cities in 11 states.

EXPERIENCE

FOUNDING DIRECTOR & PROFESSOR, Seattle University, 2007-Present

Creator and developer of first graduate program in the fine arts at Seattle University resulting in establishment of MFA degree in Arts Leadership.

- Conducted national feasibility study to determine viability of establishing a graduate program in the Fine Arts department.
- Developed curriculum for comprehensive two-year program integrating coursework and practicum experiences to develop future arts leaders.
- Established partnership with Center for Nonprofit Leadership at Seattle University for course offerings and shared curriculum.

MANAGING DIRECTOR, Seattle Children's Theatre, 2001-2007

Leadership of one of America's premiere theatres for young audiences including award-winning education programs and a 7-play mainstage season. Responsible for audience development, fund raising, strategic planning and new play development for \$5.8 million dollar professional children's theatre located at Seattle Center.

- Coordination of \$20 million endowment campaign with \$5.4 million raised as of July 2007.
- Launch of *Plays for Young Audiences*, a national script licensing joint venture with Children's Theatre Company in Minneapolis.
- Completion of \$10 million capital campaign that resulted in the Allen Family Technical Pavilion, the state-of-the-art production facilities at Seattle Children's Theatre.

MANAGING DIRECTOR, Alabama Shakespeare Festival, 1994-2001

Management of a \$8.4 million dollar professional regional theatre including strategic planning, resource development, marketing, and encouragement of long-term growth for a company employing over 200 artists, craftspeople, and administrative staff.

- Management of successful \$15 million endowment campaign.
- Developed solid funding base for the Southern Writers' Project new play development program by attracting a \$1 million gift from an individual donor.
- Development of the ASF Academy, a highly successful community acting training program for children and adults.

EXECUTIVE DIRECTOR, Denver Center Theatre Company, National Theatre Conservatory, Denver Center Theatre Academy, 1990-1994

Responsible for the business, public relations, strategic planning, marketing and community outreach for a \$6.1 million regional theatre resulting in a 47% increase in earned income and a 22% increase in total paid attendance.

- Managed regional tours of productions for young audiences and the Theatre's extensive arts in education programs.
- Commissioned playwrights and managed productions of world premiere plays through the US WEST TheatreFest.
- Completed a seven-year process that achieved full accreditation for the National Theatre Conservatory from the North Central Association of Colleges and Schools.
- Coordinated the African-American Task Force, Theatre Advisory Council, and Teacher Focus Groups, which responded to the needs of the community and supported the growth of the organization.

VICE PRESIDENT, The Foundation Group, 1989-1990

Co-founder of a new consulting firm specializing in management and financial consulting for nonprofit organizations. Assisted clients in developing budgets, improving accounting and financial systems, and assessing management strengths and weaknesses.

VICE PRESIDENT, The Denver Partnership, 1988-1989

Responsible for the operations of a \$5.25 million nonprofit organization employing 36 staff in 7 departments.

- Created, developed and managed the Ticket Bus, a downtown centralized arts marketing, information and ticket center, which returned in excess of \$200,000 annually to local arts organizations through ticket sales.
- Supervised resource development staff to assure achievement of annual goals of approximately \$3 million.
- Designed and implemented a comprehensive management information system consisting of cash flow planning, investments, budgeting, financial reporting, and grant monitoring.

DIRECTOR OF INTERNAL OPERATIONS, FINANCIAL MANAGER, CONTROLLER

The Denver Partnership, 1981-1988

Held three positions of increasing responsibility and authority, which included managing the daily operations of the organization, staffing, budgeting, financial management, and systems development and implementation. Also served as liaison between Denver City Council, the Mall Management District board of directors and The Denver Partnership to prepare and coordinate passage of \$1.9 million annual budget for the 16th Street Mall.

EDUCATION AND TRAINING

Bachelor of Science in Accounting, University of Denver, 1982

Master of Fine Arts, Theatre Management/Arts Administration, University of Alabama, 2000

RELATED CIVIC AND COMMUNITY INVOLVEMENT

Past President, Theatre Puget Sound, Seattle, WA

Treasurer, Washington State Arts Alliance & Foundation, Seattle, WA

Treasurer, National Theatre Conference, New York, NY

Board Member Emeritus, National Repertory Orchestra, Denver, CO

Past President, Metropolitan Denver Arts Alliance, Denver, CO

Past President, Leadership Denver Association, Denver, CO

CONSULTING EXPERIENCE

Senior Consultant	Arts Consulting Group, Los Angeles, CA
Interim Managing Director	Intiman Theatre, Seattle, WA
Board Development	Cleo Parker Robinson Dance Theatre, Denver, CO
Development of Community Cultural Plan	Downtown Billings Association, Billings, MT
Retreat Facilitation	Aspen Theatre in the Park, Aspen, CO
	Freehold Theatre, Seattle, WA
Performing Arts Center Feasibility Study	City of Ft. Collins, CO

ACADEMIC POSITIONS

Adjunct Faculty, University of Colorado at Denver	1992-1994
Co-Director, MFA in Arts Administration Program, University of Alabama	1994-2001
Adjunct Faculty, Masters of Nonprofit Leadership, Seattle University	2004-2007

CONFERENCE PRESENTATIONS

Maifeld, Kevin. "Putting Governance as Leadership into Action" Bellevue, WA: The Washington State Nonprofit Conference. April 9, 2008

Maifeld, Kevin. "Strategic Planning for Arts Organizations" Boston, MA: Arts Consulting Group Annual Meeting. January 26, 2008

Maifeld, Kevin. "Casting a Great Team: Using An Artistic Process for Selecting the Right Staff, Board and Volunteers" Seattle, WA: Organization Systems Renewal Annual Conference. June 19, 2010

ARTICLES

Maifeld, Kevin. "Guiding Cultural Organizations through Turbulent Times: Building Lasting Relationships" Arts Insights, 12 (2007)