

Thom Yarnal

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Manager with diverse non-profit, arts, and teaching background. Project management, systems development, and communication strategies for arts and human service related businesses. Successful record of enlisting financial and volunteer support for non-profits.

Management Credits

TOVA Theater Philadelphia, PA

GENERAL MANAGER – Responsible for day-to-day operations of social advocacy theater with \$500,000 annual income. Sole responsibility for marketing, public relations, and fundraising. Established and maintained relationships with the School District of Philadelphia, state legislators and corporate arts supporters. Regional tour management, and community outreach through the Blueprint for a Safer Philadelphia.

Gretchen's House Ann Arbor, MI

MARKETING CONSULTANT – Developed marketing and PR strategy for chain of childcare facilities with a \$6.5 million operating budget. Unified corporate message and image across all media. Identified and developed networks for expanding brand recognition regionally. Guided selection of community event participation and philanthropy goals.

Green Bay Community Theater Green Bay, WI

EXECUTIVE DIRECTOR – Responsible for artistic direction, marketing, public relations, and development. Created corporate sponsorship program, enhanced community relations, and developed partnerships with schools and government. Represented the arts industry on the board of directors of the Green Bay Area Chamber of Commerce.

Attic Theatre Appleton, WI

EXECUTIVE DIRECTOR – Managed community-based theater with a \$350,000 operating budget and four full-time staff. Responsible for all aspects of seven-play subscription series and educational program serving 500 participants. Created annual and endowment fund campaigns and wrote an average of \$75,000 in funded grants annually.

Edwin Schlossberg, Incorporated New York, NY

OPERATIONS MANAGER – Coordinated global client presentations, managed fabrication of exhibits, researched special projects, organized capital improvements, and supervised support staff for large museum exhibit design firm.

Presbyterian Church (USA) Foundation New York, NY

MANAGER, GIFTS AND BEQUESTS – Administered \$12.3 million gift annuity program and \$4.6 million investment management service for the national church. Created annuity agreements, donor income tax reports, quarterly statements for trustees, and supervised donor services.

Theater of Nations Baltimore, MD

COMPANY MANAGER – Organized 200 volunteers and staff of 30 to provide all non-production necessities to 235 performers from 13 countries giving 88 performances in 14 theaters over a two-week period.

Education

M.F.A. – Directing/Arts Management
B.A. – Theater
Certificate in Planned Giving

Brooklyn College, C.U.N.Y.
King's College
Philanthropy Tax Institute

Brooklyn, NY
Wilkes-Barre, PA
Old Greenwich, CT

