



**Sarah Lutman**  
**Principal, Lutman & Associates**

Sarah Lutman is Principal at Lutman & Associates, a consulting and project management firm. She brings diverse leadership experience to her practice from across the nonprofit sector, most recently as President and Managing Director of The Saint Paul Chamber Orchestra. At the SPCO she continued the organization's commitment to innovation in its artistic leadership and audience development efforts, including expansion of the orchestra's media offerings.

Previously, Sarah was senior vice-president for American Public Media where she was responsible for broadcast, digital, and live event programming nationally and regionally. She earned two Peabody Awards as executive producer of "American Mavericks" and "The MTT Files" with the San Francisco Symphony. Sarah led the transfer of two leading classical music programs, "Performance Today" and "SymphonyCast," to APM and helped launch both Southern California Public Radio and Classical South Florida.

Sarah served as senior program officer at The Bush Foundation, and executive director of the Fleishhacker Foundation. She co-founded and co-edited the Grantmakers in the Arts *Reader* and was active nationally in cultural philanthropy for nearly two decades

Sarah serves on the Board of Overseers of the Curtis Institute of Music and is a Trustee of Interlochen Center for the Arts. She blogs at [www.artsjournal.com/speaker](http://www.artsjournal.com/speaker), writes a monthly column for Twin Cities Business Magazine, and speaks and writes frequently at national meetings on cultural, media, and nonprofit policy and practice.

# League of American Orchestras



**Richard Slaney**  
**Head of Digital, Philharmonia Orchestra**

Richard Slaney is Head of Digital for the Philharmonia Orchestra, London and Managing and Creative Director of Rite Digital, a new digital production company owned by the Philharmonia. Digital innovation is central to the Philharmonia Orchestra's aim to bring its work to the widest possible audience, both through developing new audiences, but also by using digital technology to create new classical music experiences.

A music graduate, Richard's previous projects include PLAY.orchestra; producing the Philharmonia's Video Podcast series; and bespoke websites and films, designed to support the Orchestra's concert series by exploring the music and its cultural context.

Together with Esa-Pekka Salonen, Richard devised and created RE-RITE, the Philharmonia's interactive audio-visual installation, which won two Royal Philharmonic Society Awards in 2010 and which has toured worldwide. The success of RE-RITE inspired another installation with Esa-Pekka Salonen and the Philharmonia, *Universe of Sound: The Planets*. Based on Holst's *The Planets* Suite, this installation premiered at the Science Museum of London in summer 2012, allowing audiences closer than ever to the heart of the orchestra.

Most recently Richard led the Philharmonia and Rite Digital's involvement in a collaboration on "The Orchestra," an iPad application that aims to reinvent the orchestra for a new audience.