



Alan Brown
Principal
WolfBrown Associates

Alan Brown, principal of WolfBrown, is a leading researcher and management consultant in the arts and culture sector worldwide. His work focuses on understanding consumer demand for cultural experiences and on helping cultural institutions, foundations and agencies to see new opportunities, make informed decisions and respond to changing conditions. His studies have introduced new vocabulary to the lexicon of cultural participation and propelled the field towards a clearer view of the rapidly changing cultural landscape.

He speaks frequently at national and international conferences about audience behaviors, trends in cultural participation, and the value system surrounding arts programs.



Joe Clifford
Audience Engagement Director
Hopkins Center for the Arts at Dartmouth College

Joe Clifford is the first Audience Engagement Director at the Hopkins Center for the Arts at Dartmouth College in Hanover, New Hampshire.

His responsibilities include management of the organization's strategic communication—marketing, public relations, and design—as well as ongoing patron research and assessment of audience members' overall experience.

Previously, Joe spent ten years as the leader of the Hop's Outreach and Arts Education programs. In that role, he planned over 200 multi-disciplinary residency events each year through the visiting performing artist series.

Joe currently serves as President of the Arts Presenters of Northern New England consortium and was recently a participant in the inaugural twelve-member Leadership Development Institute created by the Association of Performing Arts Professionals and the Research Center for Leadership in Action at NYU's Wagner Graduate School of Public Service. In 2004, APAP identified Joe as an "emerging leader" in the presenting field. He is a founding member and past chair of the New Hampshire/Vermont Upper Valley Arts Alliance.

He holds a Bachelor's in Communications/Public Relations from Seton Hall University in South Orange, New Jersey. Joe's past public relations experiences includes work in the non-profit social service sector and with Pittsburgh-based musicians and a recording studio/performance venue.



Hollis Headrick
Principal
Arts and Cultural Strategies

Hollis Headrick is a consultant for arts, education and philanthropic organizations focusing on program development and strategic planning. His clients have included the Arts Education Partnership, Brooklyn Academy of Music, Chamber Music America, League of American Orchestras, Music National Service, New York Community Trust, NYC Department of Education, The Wallace Foundation, and Washington State Arts Commission.

From 2003-06 he was the director of the Weill Music Institute at Carnegie Hall. He was the founding executive director of the Center for Arts Education from 1996-2003, which received the New York Governor's Arts Award. He was director of the Arts in Education Program, New York State Council on the Arts, from 1990-96.

Hollis has served on panels at the National Endowment for the Arts, Dana Foundation and has lectured at MIT and Teachers College. He received a B.A. in Anthropology from the University of Missouri, and studied percussion at the Berklee College of Music and New England Conservatory. Hollis has performed at the Public Theater and Lincoln Center and is a member of the Recording Academy, which produces the Grammy Awards. Hollis received the Arts Management Excellence Award from the Arts and Business Council in 2002.