



**Salvador Acevedo**  
Principal, Contemporanea

Salvador Acevedo is Principal at Contemporanea. For over 20 years, as an executive, consultant and researcher, he has helped link the social capital of organizations with business opportunities for growth. Salvador is deeply interested in the commonalities that connect people and communities — whether they be collective experiences, shared perspectives or points of arrival — and applies those insights to develop strategies that are beyond multicultural and instead truly intercultural.

Salvador has worked with numerous educational institutions, corporations and foundations on projects ranging from consumer intelligence to organizational transformation, always with the goal of adapting practices and policies to changes in society. Being bilingual and bicultural gives him the ability to more easily recognize the common-ground bases for successful marketing solutions.

Salvador is a regular speaker at conferences around the country on topics of cultural participation, cultural competence, and demographic and technology trends. Salvador earned a Masters Degree in Communications from Universidad Iberoamericana in Mexico City, a diploma in marketing from the University of California, Berkeley, and is certified by Research in Values and Attitudes, Inc. (RIVA, Inc.) as a qualitative market researcher. He is a recipient of the 2008 Latino Business Leadership Award, given by the San Francisco Hispanic Chamber of Commerce, San Francisco Business Times and Wells Fargo.

**Jim Hirsch**  
Executive Director, Chicago Sinfonietta

Jim Hirsch has served as Executive Director of Chicago Sinfonietta since August of 2004. During his tenure at the Sinfonietta the organization's budget has increased by over 65% and programming has expanded in important new directions. These new initiatives include: Project Inclusion and Project Inclusion Ensembles, minority fellowship programs that seek to address the dearth of minority musicians playing in U.S. orchestras; and the SEED Program that provides high school age student-musicians with instruction in ensemble playing techniques. Jim guided the Sinfonietta through the retirement of Founding Music Director Paul Freeman in June of 2011, the appointment of his successor, Mei-Ann Chen in July of 2011, and the orchestra's re-location from River Forest to Naperville for its west suburban concert series.

Prior to his work at Chicago Sinfonietta, Jim served as Vice President and Executive Director of the Chicago Association for the Performing Arts, managers and programmers of the Chicago Theatre, and as the Executive Director of the Old Town School of Folk Music. During his tenure at Old Town from 1982 until 2000, the organization became the largest institution of its kind in the country. The organization's budget grew from \$300,000 in 1986 to \$7 million in 2000. In 1999, Jim completed work on a \$10.2 million capital campaign that funded the organization's expansion to the new Chicago Folk Center, a 43,000 square-foot building that the City of Chicago donated to the School, and established a \$1 million endowment fund.

# League of American Orchestras

Jim has served as a grants panelist for the Illinois and Oregon Arts Councils and as a member of NARAS (Grammy) Awards and Nominations committee. He produced a nationally syndicated radio program for NPR and has released three commercial recordings. Jim was chosen by *Crain's Chicago Business* for their annual *40 Under 40* article that honors Chicago's up-and-coming business executives under 40 years of age and was named Chicago Arts Entrepreneur of the Year in 1996 by Columbia College. In 1998, he was chosen as one of *Chicago Magazine's* Chicagoans of the Year. In 2011 Jim received a Midwest/Chicago Emmy Award for Best Arts and Culture Documentary as Co-Producer of *Chicago Sinfonietta: Sounds of Diversity*.