



Sherri Prentiss
Vice President of Marketing, Cincinnati Symphony and Pops Orchestra

Sherri Prentiss is the vice president of marketing for the Cincinnati Symphony and Pops Orchestra, where she oversees marketing, advertising, group sales, digital strategy, branding, market research, customer service, and box office operations.

During her tenure, the Orchestra has achieved sustained audience growth. Her passion extends to community and audience engagement initiatives such as the One City, One Symphony™ initiative, launched in 2012 under her leadership, and LUMENOCITY®, now a major community festival that leverages the arts and culture to transform the urban core of Cincinnati.

Prior to her arrival in Cincinnati in 2007, Prentiss served as marketing and public relations director for the Madison (Wisconsin) Symphony Orchestra. She began her career at PR and advertising agencies both in Madison and her home city of Chicago.

Sherri earned a BA from Northern Illinois University and an MA from the University of Wisconsin-Madison. She serves on the board of Downtown Cincinnati Inc., and is a graduate of Leadership Cincinnati and the League of American Orchestras' Executive Leadership program.



Kate Prescott
President, Prescott & Associates

Kate Prescott has extensive corporate and non-profit experience in marketing and research, with an emphasis on branding, audience development, and marketing/communications strategies. Prior to starting her own firm she earned a MS in Marketing from Penn State and spent over ten years with a large advertising agency in research, account planning, and account management positions.

Within the consumer goods arena Kate has worked on big-name brands such as Stouffers, Lean Cuisine, Ortega, Nestle Drumstick, Haagen-Dazs, Transitions Lenses, Marriott Hotels, GE, Kay Jewelers, and Zippo. Her arts & culture client roster includes the New York Philharmonic, The Metropolitan Opera, Carnegie Hall, Houston Grand Opera, Boston Symphony Orchestra, Sydney Symphony, Houston Symphony, Cincinnati Symphony, New Jersey Symphony Orchestra, Kansas City Symphony, Grand Rapids Symphony, La Jolla Playhouse, San Francisco Jazz, Mann Center for the Performing Arts, Bethel Woods Center for the Arts, Pittsburgh Symphony, Pittsburgh Cultural Trust, Pittsburgh Ballet Theatre, Pittsburgh Public Theater, Carnegie Museum of Art, and others.

Kate is a frequent invited speaker on arts marketing and research including engagements in the U.S., Canada, Australia, Britain, France, Germany, Finland, and the Netherlands.