



**John McNerney**  
**Vice President of Marketing & Communications**  
**Greater Philadelphia Cultural Alliance**

John McNerney leads the Cultural Alliance's marketing, research and communications efforts. McNerney oversees the Alliance's capacity building programs (Audience Analytics and Donor Analytics), and the Alliance's three nationally recognized consumer marketing programs (Phillyfunguide, Funsavers and Phillyspacefinder). McNerney also oversees the Cultural Alliance's research work, which

informs the region's policy makers and civic leaders on critical cultural issues. The most recent publication, *Arts, Culture, and Economic Prosperity in Greater Philadelphia* (2012), offers a detailed look at the economic impact of the region's nonprofit arts and cultural organization on Greater Philadelphia.

McNerney has presented at numerous national and regional forums and serves on the boards of Vox Populi, an alternative artist space based in Philadelphia; the Arthur Ross Gallery at the University of Pennsylvania; Dance Philadelphia USA/Philadelphia; Project Audience and Weathervane Music, a nonprofit dedicated to advancing independent music and the community that supports it. McNerney is a member of the 2010 core class of Leadership Philadelphia and the 2013 Economy League Leadership Exchange.

The Cultural Alliance is the region's premier leadership, advocacy, and audience development organization for arts and culture. It is a nationally recognized nonprofit service organization representing over 400 nonprofit members and dedicated to advancing the region's cultural sector and broader civic community. For more information on the Alliance's activities please visit [www.philaculture.org](http://www.philaculture.org)



**Jill Robinson**  
**President & CEO**  
**TRG Arts**

Jill Robinson is President and CEO of TRG Arts, a national data-driven consulting firm dedicated to creating sustainable arts and cultural organizations. Under Jill's leadership, TRG has translated its ongoing study of arts consumer transactions into knowledge that achieves improved and revenue results for clients and that serves as a resource to the industry at-large. Jill has expanded the scope of TRG services to all arts genres throughout the United States, into Canada and abroad to Australia and Great Britain.

A frequent panelist and session leader at arts conferences throughout North America, Jill also helps inform the field through TRG's webinars, summits, and as a blogger on *Analysis from TRG Arts* ([www.trgarts.com](http://www.trgarts.com)). Jill serves on the board of the National Center for Arts Research, and is a guest lecturer at Southern Methodist University and a reviewer of the Carnegie Mellon Master of Arts Management Program.