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Opera Colorado Hires New Director of Marketing & Communications



Denver, CO (February 27, 2020) – Opera Colorado successfully completed its eight-month search for the new Director of Marketing & Communications. The company has hired Jennifer Colgan as its new Director of Marketing and **Communications**. “**We are thrilled to welcome Jennifer** and are excited to add her expertise and talents to our senior **leadership team,**” says Opera Colorado’s Managing Director, Paul Deckard. “**Jennifer will be responsible for driving our earned revenue efforts and leading the organization’s marketing and patron services function to showcase our artistic vision, convey our impact, and create visibility for Opera Colorado,**” says Deckard.

The company engaged Lee Kappelman with m/Oppenheim Executive Search to identify **this new leader**. “**I enjoyed leading** this search because opera in Denver has become a must-see art form. This exciting job attracted highly experienced arts marketers, like Jennifer Colgan, whose professional expertise, creative vision, and remarkable energy will ensure that Opera Colorado continues to soar for years **to come.**”

Colgan is an arts marketer with 14 years of experience retaining and growing audiences through innovative sales and promotional initiatives. She began her career as School Administrator at Ballet Chicago before joining the marketing team at the Chicago Symphony Orchestra from 2007-2016. In 2016 Colgan transitioned to the Lyric Opera of Chicago, where she grew from Senior Marketing Manager to her current position of Director of Sales and Advertising.

Steeped in appreciation for the classical arts, Colgan began her violin studies at age nine. She **holds a bachelor’s degree in Music and Business from Ithaca College and a master’s degree in Arts Administration from Indiana University, Bloomington**. She has received

additional training at the John F. Kennedy Center for the Performing Arts and Steppenwolf Theatre Company. Colgan says **about her approach, “I believe in using the power of research to reveal the needs and values of current and prospective audiences, and crafting creative campaigns, events, and experiences that align with those needs and values. Delivering the right message in the right way can break down the barriers that keep people from attending opera and connect them to this amazing art form that combines the best of music, theater, and stagecraft.”**

Opera Colorado has recently experienced tremendous growth adding a third production **at the Ellie Caulkins Opera House this season. “From an unprecedented 33% increase in audience to a 25% increase in fundraising over the past two years, our growth has touched every facet of the company,” says General & Artistic Director, Greg Carpenter. The organization has the capacity to increase the number of productions it presents annually and expand its educational and community engagement offerings. Colgan will be a key leader in helping reach current and new audiences through strategic marketing initiatives. Colgan adds, “I am thrilled to join the Opera Colorado team and explore the city of Denver. This is a period of tremendous growth and excitement for the company and I look forward to connecting audiences with and building awareness of the great work Opera Colorado does on stage and in the community.”**

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ABOUT OPERA COLORADO

Opera Colorado has served as a cornerstone of Denver’s cultural community since 1981, known for productions of extraordinary artistry and innovation encompassing a broad range of repertoire including contemporary works. The company is also known for its outstanding education and community engagement programs that serve over 45,000 students and adults in the community and is supported by a nationally recognized Artist in Residence program that trains the next generation of opera performers. The 2019-2020 season add an exciting third opera at the Ellie Caulkins Opera House and features **Rossini’s *The Barber of Seville* (November 2019), Leoncavallo’s *Pagliacci* (February/March 2020), and Puccini’s *Tosca* (May 2020).** For more information, visit www.operacolorado.org