

Rolf E. Olsen

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PROFILE

Seasoned, thoughtful, articulate leader with a career focus on strategic and tactical marketing and communication in higher education, municipal and community-based cultural organizations. Specific experience and interest in branding strategies, and in the challenges presented during the transition from conventional to internet and other evolving digital communication channels.

EMPLOYMENT

1996-2006: Hopkins Center for the Arts, Dartmouth College, Hanover, New Hampshire

Director of Marketing & Publicity: Responsible for all aspects of promoting, publicizing and positioning Dartmouth College's nationally recognized cultural center and its extensive programs in performing arts, film and visual arts. Direct staff of five, including two designers, publicist, promotion coordinator and administrative assistant. Guided comprehensive redesign of Hopkins Center website; trained and managed staff in use of new web content management system. Oversee box office with staff of four plus several part-timers. Led task force to identify and implement a new ticketing system for Dartmouth, to serve arts, athletics and other departments. Report to Director of Hopkins Center.

1997-present: Telluride Film Festival, Telluride, Colorado

Media Relations/Press Desk: Served for 8 years on the volunteer staff of the Press Desk for this prestigious internationally known film festival. Assisted in the implementation of the Festival's media policies that seek to balance major film luminaries' need for privacy with the need to maintain the Festival's position as a world-class event with a presence in the international media. Coordinate relations between a broad spectrum of filmmakers and studio reps, and reporters and editors from all forms of print, electronic and digital media. Hosted and guided journalists in covering the Festival that has taken place in southwest Colorado each Labor Day Weekend since 1974. Served as a senior member of the Press Desk staff since 2004. Report to the Festival's Press Manager.

1994-1996: L/A Arts, Lewiston-Auburn, Maine

Executive Director: Responsible for virtually all aspects of the operation of a 23-year-old private nonprofit local arts agency: Booking and presenting a diverse public performance series, including music, dance, world/ethnic, theater and other events; oversight of partnership with two public school systems in the development and implementation of artist-in-residence and professional development programs; corporate, foundation and individual fundraising and resource development; marketing, publicity and media relations; agency budget development and financial management; staff supervision. Held a leadership role in community cultural assessment and planning effort, coordinating the efforts of other professional and volunteer arts organizations, municipal officials,

1995-1996: Lewiston-Auburn College, University of Southern Maine

Part-time Instructor: Instructor for an upper-level undergraduate course, required of Arts & Humanities majors, called *Seminar: Live Performances, Exhibits & Lectures* (HUM302) for two semesters.

1992-1994: Coral Springs City Centre, Coral Springs, Florida

General Manager: Responsible for day-to-day operations for very active municipal cultural and civic center including 1,534-seat theater (130+ self presentations and rentals), meeting rooms and other facilities. Supervise full-time staff of 8 covering all operating areas: marketing, box office, finance, technical production, maintenance, administration, facility rental and event services. Direct, hands-on leadership of marketing function, with a focus on direct mail and other targeted media tactics, resulted in significant increases in performance attendance and gross revenue. Developed and managed comprehensive market analysis, including mail and phone surveys, to determine programming preferences and current market profile. Developed and implemented a staff Quality Assurance Team which resulted in a higher level of reported customer satisfaction.

1986-1992: Maine Center for the Arts, University of Maine, Orono, Maine.

Marketing and Public Relations Director: Responsible for creation and implementation of a comprehensive marketing plan for a new cultural facility (opened 9/86) including a 1,628-seat concert hall/theater and anthropology museum. Activities included: writing, designing and producing advertising material for all media (print, radio, TV, direct mail); developing and maintaining media relations; speaking to community service and social organizations about the facility; producing special functions such as dinners, receptions and other events; conducting market research to assess the cultural needs of the region and the quality of service provided. Reported to Dean of Cultural Affairs and Libraries.

Interim Co-Director (2/91-8/92): Shared overall management responsibility for Maine's premiere cultural facility during extended search for new Executive Director. Direct responsibility for programming cultural and popular performance series for academic year and summer seasons, contract negotiation and management, marketing, budgeting, grantwriting, facility rental, corporate development and fundraising and event management. Shared supervision of staff of 12. (Concurrent with above position.)

1986-1989: Department of Journalism & Broadcasting, University of Maine, Orono, Maine.

Part-time Instructor: Taught an upper-level undergraduate course called Advertising Copywriting, Layout & Design (JBR 355) for three semesters.

1983-1986: Bangor Savings Bank, Bangor, Maine.

Assistant Marketing Officer: Responsible for development of marketing budget for a 12-office system. Coordinated relations with ad agency. Developed and implemented Branch Office training in new products. Designed and coordinated market research effort.

1980-1983: Creative Consultant Group, Inc., Bangor, Maine.

Account Executive: Developed, implemented and managed marketing strategies for a variety of clients including banks, retail shops, hotels, health care, a commuter airline, non-profit groups and others.

1978-1980: Video Productions, Inc., Bangor, Maine.

Production Manager: Responsible for all phases of television commercial and program production, from sale of services to writing, camera operation, editing and post-production.

1976-1978: WAGM-TV, Presque Isle, Maine.

Assistant Television Operations Manager: Supervised News and Production Departments consisting of fourteen full- and part-time employees. Produced and directed all locally-originated commercial and program production.

EDUCATION:

- University of Maine at Presque Isle. BA in Humanities. Course work in English, French (language and literature), Art, History, Photography, Education.
- Cornell University, Ithaca, New York. Course work in Accounting, Business, Economics, Finance, Personnel Administration, Engineering, Speech, Chemistry. (No degree earned. Dropped out after second full year.)
- Graduated from Greenwich High School, Greenwich, Connecticut.

OTHER EDUCATIONAL & PROFESSIONAL DEVELOPMENT ACTIVITIES:

- **Maine Arts Sponsors Association Peer Advisory Service:** Selected to be trained to serve as a **peer consultant** to other arts organizations through a pilot program funded by the NEA. Conducted board/staff assessment and planning retreats for two important Maine cultural organizations in 1995.
- **Arts Centers & Schools: Partners in Education, Washington, DC.** Received training at the Kennedy Center's Education Department in using their established and successful models for developing mutually rewarding partnerships with educators.
- **Marketing the Arts Seminar, Los Angeles, California.** Attended a four-day intensive seminar conducted by Bill Dawson on developing effective marketing communication techniques based on the Values and Lifestyles (VALS) research conducted by SRA for performing arts presenters.
- **School of Bank Marketing, University of Colorado, Boulder.** Successfully completed (with Honors) this two-year resident and correspondence course presented by the Bank Marketing Association. Course work in strategic planning, marketing planning, market research, advertising, computerized banking simulation, new product development, finance and other topics.

PROFESSIONAL AFFILIATIONS:

- **Arts Presenters of Northern New England** (formerly *Green Mountain Consortium*): Served in various leadership positions (currently on the board of directors) of this regional organization serving performing arts presenters primarily throughout New Hampshire and Vermont, but also from neighboring states.
- **Maine Arts Sponsors Association:** Elected **Chair** of this state-wide organization in June, 1989 and served two terms. MASA has nearly 200 members and serves to enhance the arts experience throughout Maine through networking, professional development, block booking, board development and other activities, primarily for non-profit arts organizations.
- **Penobscot Theatre Company:** Elected **Vice President** of the Board of Directors in April, 1989, and **President** in 1990. Penobscot Theatre is a 20-year-old resident, professional repertory theatre company located in Bangor, Maine. Term as President included departure of Founding Director of the company and successful national search for a new Artistic Director, concluded in September 1990.
- **Association of Performing Arts Presenters:** Attend several national conferences, participating in a variety of professional development workshops and other activities.
- **New England Presenters:** Active participant in frequent meetings for the purposes of block booking and information exchange in the region.
- **Advertising Club of Greater Bangor:** Participated in the founding of this organization in 1981 and served on its board in several capacities, including President, Vice President and Treasurer.