



FOR IMMEDIATE RELEASE

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## **MICAL HUTSON APPOINTED VICE PRESIDENT OF MARKETING AND AUDIENCE DEVELOPMENT AT THE CHARLOTTE SYMPHONY**

**November 17, 2022 | Charlotte, NC** – The Charlotte Symphony Orchestra (CSO) is pleased to welcome Mical Hutson as Vice President of Marketing and Audience Development beginning November 28, 2022. In this role, Ms. Hutson will lead the Charlotte Symphony’s marketing team, overseeing the strategic planning, development, and execution of the CSO’s marketing, advertising, and audience engagement initiatives.

Mical Hutson’s career in performing arts marketing and audience development spans nearly a decade. As a professional photographer, videographer, and designer with direct hands-on experience with the tools marketing teams use, Hutson has built thriving teams and encourages talent to accomplish significant goals. Most recently, Hutson served as Director of Marketing and Communications at Portland Stage in Maine as part of the theater’s senior leadership team. In this role, she led a rebrand of the organization and its swift pivot to digital streaming performances. The organization gained a 64% increase in media exposure in her first year and successfully launched the public phase of a \$6.4M capital campaign, “Making an Entrance,” having earned 75% of its goal in July 2022.

Prior to that, Hutson held the position of Marketing and Communications Director at the Portland Symphony Orchestra, where she led its rebrand and shift to a new website and ramped up the digital marketing and storytelling efforts of the organization to prepare for its successful \$6.5M Capital Campaign, “Crescendo.” New website users increased over 87% in the first year of its launch. Her team achieved a record-breaking ticket sales growth of 10% in the first year, and 12% in the second year.

“We’re delighted that Mical is joining the Charlotte Symphony. She heads an excellent marketing and communications team already in place, and we look forward to benefitting from her expertise and experience as a new member of the CSO’s leadership team. The Symphony has seen encouragingly healthy single ticket sales already this season so far, as we welcome audiences back to our venues post-pandemic. Now with Mical on board, we are aiming to continue to build our patron base by attracting and welcoming newcomers to the Symphony, and meeting people where they are.”

“When I visited the Charlotte Symphony Orchestra and was introduced to the administrative team and members of the Board of Directors, I instantly hoped that it would be my new home team,” said Hutson. “It is energizing to know that I am going to be a part of the CSO’s remarkable future as it explores new avenues to serve the entirety of its vibrant community.”

The Charlotte Symphony is grateful to Coleman Lew Canny Bowen for their leadership of the executive search process.

### **About the Charlotte Symphony**

One of the premier music organizations in the Southeastern United States and the oldest operating symphony orchestra in the Carolinas, the Charlotte Symphony Orchestra (CSO) connects with more than 100,000 music lovers each year through its lively season of concerts, broadcasts, community events, and robust educational programs. The CSO is committed to its mission of uplifting, entertaining, and educating the diverse communities of Charlotte-Mecklenburg and beyond through exceptional music experiences. The CSO employs 62 professional full-time orchestra musicians, fosters three youth orchestras, and offers significant educational support, aimed at serving the under-resourced areas of our community. Founded in 1932, the Charlotte Symphony plays a leading cultural role in the Charlotte area and aims to serve the community as a civic leader, reflecting and uniting our region through the transformative power of live music.

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