



**Media Contact**

Nicole Glaza

[nglaza@charlottesymphony.org](mailto:nglaza@charlottesymphony.org)

704.714.5128

## **Charlotte Symphony Names Deirdre Roddin Director of Communications**

**Jan. 21, 2020 | Charlotte, NC** – The Charlotte Symphony (CSO) is pleased to welcome Deirdre Roddin as Director of Communications beginning Feb. 3, 2020. As the CSO’s Director of Communications, Roddin will steward public relations, publications and strategic community partnerships that support the orchestra’s visibility and impact in the community.

Roddin joins the Charlotte Symphony from the New York Philharmonic, where she served as Associate Director of Public Relations. Since joining the Philharmonic in 2012, she has helped to plan and execute the appointments of Jaap van Zweden as Music Director and Deborah Borda as President and CEO, and the announcement of the plans for the reimagining of David Geffen Hall. Moreover, Roddin played a key role in the launch of seven Philharmonic seasons and managed media for over 20 star-studded Philharmonic galas while promoting the orchestra’s weekly concerts, headline-making premieres, worldwide tours, and community outreach.



“We are delighted to welcome Deirdre to Charlotte,” says Michelle Hamilton, Interim President and CEO of the CSO. “She brings a wealth of industry knowledge and experience to the Charlotte Symphony and her unique perspective will be a great addition to our administrative team.”

Roddin brings to the CSO a proven track record of strategic, multifaceted media campaigns, which secured coverage in the likes of *The New York Times* and *The Wall Street Journal*. She has spearheaded important campaigns at the Philharmonic, such as the creation of a Star Wars Day on-sale celebration on May the Fourth, and she amplified their year-long New World Initiative, which united New York City amateur, semiprofessional, and professional choristers and instrumentalists through performances of Dvořák's New World Symphony. Prior to joining the Philharmonic, Roddin worked for Shuman Associates, a Manhattan-based boutique classical music public relations firm. She studied music theory and composition, and holds an M.A. from Long Island University.

"I'm thrilled to be joining the Charlotte Symphony's amazing team of musicians, donors, audiences, and administrators," says Roddin. "I look forward to amplifying the great work they're doing, not just the incredible musical experiences on stage, but also the organization's vast education and community outreach programs and its mission of using music as an agent for change within the Charlotte community."

### **About the Charlotte Symphony**

Founded in 1932, the Charlotte Symphony is a longstanding nonprofit organization committed to connecting and strengthening the community through exceptional musical experiences. Led by internationally renowned Music Director Christopher Warren-Green, the Symphony upholds the highest artistic integrity and takes bold steps to engage the community through music. We employ professional full-time orchestra musicians, support two youth orchestras, and offer significant educational programming aimed at improving underserved sections of our community. The Charlotte Symphony is integral to the Charlotte area, serving its community through music that connects and inspires.

[charlottesymphony.org](http://charlottesymphony.org)

###