

# Tracey Bonner

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**Director, Guest Sales & Services, *Barrington Stage Company*, Tony Award Winning Theatre** **August 2024 - Present**

- Recruited remotely following a successful consulting engagement to stabilize operations during a major organizational transition.
- Rebuilt and led a 15-member team, instilling accountability, integrity, and a results-driven culture focused on collective success.
- Exceeded **FY25 season sales goals by \$400K+** through dynamic pricing strategies and revitalized subscription models.
- Directed full **CRM migration from Tessitura to Spektrix**, securing and transferring **100K+ patron and donor records** to align systems with operational and fiscal goals.
- Established new **SOPs** for Guest Services, including automated data collection, financial reconciliation, reporting, and patron trend analysis.
- Introduced structured sales goals and performance metrics, transforming a previously unmeasured department into a data-informed, accountable unit.
- Executed a comprehensive operational restructuring to clarify roles, improve communication, and enhance cross-departmental collaboration and financial oversight.
- Elevated patron experience and organizational efficiency through system modernization, process design, and stakeholder alignment.

**Tracey Bonner Consultancy, LLC** **May 2022 - Present**

*Adjudicator, Kentucky Center for the Performing Arts*

- Adjudicator for Kentucky's regional program of the Jimmy Awards (National Musical Theatre Association), assessing and scoring high school musical theatre performers, ensembles, and productions with a focus on artistic excellence and performance growth.

*Score Analyst, One Beat National Dance Competition*

- Ensure the accuracy and integrity of final competition scoring through data analysis and collaboration with Tour and On-Site Directors at national dance events.

*Tour Director, On Point Dance Competition*

- Manage 12-member team overseeing production, customer service, and financial operations for a national dance competition, improving efficiency and event quality.

*Senior Outreach Liaison, Dance Data Project*

- Serve as the public representative of the organization at national conferences and academic partnerships, advancing visibility, strategic relationships, operational alignment, accountability and performance excellence, and support organizational growth and fiscal sustainability.

*Patron Services, Barrington Stage Company*

- Serve as Tessitura CRM and ticketing lead, training staff, optimizing box office operations, ensuring accurate financial reconciliation, and developing reporting systems to track revenue and inform strategic decisions.

*Patron Services - Director, Jacob's Pillow Dance Festival*

- Revitalized a floundering department at an \$11.8M international dance festival with three performance spaces by implementing dynamic pricing, ticketing protocols, and house-loading procedures; defined roles and accountability for an 18-member team and launched a "Rain or Shine/Shine Only" policy that increased ticket retention and audience satisfaction.

*Donor Relations - Director, Dayton Performing Arts Alliance*

- Redesigned the donor benefit program for an \$8.3M arts presenting organization overseeing Opera, Ballet, and Symphony, expanding the mid-level giving pipeline (\$25K–\$250K) and supporting a six-person development team to exceed a \$750K fundraising goal; promoted to Major Gifts Officer after securing a \$75K NEA grant and multiple five-figure gifts in one year.

**Associate Professor & BFA Dance Coordinator (tenured)      August 2014 - May 2022**  
***Northern Kentucky University, School of The Arts (SOTA)***

- Founded/ led the university's first tenured dance program, developing a comprehensive curriculum and accreditation-aligned courses in dance education and performance.
- Increased BFA enrollment from 4 to 35 majors and expanded performance offerings from 1 to 4 shows per season, producing 50+ performances.
- Curated cross-disciplinary programming and collaborations, earning multiple student recognitions and personal artistic awards.
- Served as advisor on a \$1.5M capital campaign for a state-of-the-art dance studio, guiding infrastructure and performance space design.

- Elevated concert attendance from 25 to regularly sold-out houses, enhancing community engagement and program visibility.
- Implemented robust teaching, performance, and evaluation systems, advancing academic, artistic, and professional outcomes for students and faculty.

## Collegiate Adjunct & Visiting Artist Positions

January 2009 - May 2014

University of Memphis, Visiting Assistant Professor of Dance	August 2013 - May 2014
◦ <i>Choreography for musicals, concerts; Classes - Choreography, Jazz, Actor Mvmt</i>	
Colorado Mesa University, Assistant Professor	August 2012 - May 2013
◦ <i>Choreography/Direct musicals, concerts; Classes - Jazz, Choreography, MT Dance</i>	
Miracosta Community College, Associate Faculty	January 2009 - May 2013
◦ <i>Choreography for concerts; Classes - Jazz, Tap, MT Dance</i>	
University of California, Irvine Adjunct faculty - Drama & Dance Dept	January 2010 - May 2013
◦ <i>Choreography for musicals; Classes - MT Dance, Jazz, Actor Mvmt, Choreography</i>	
Laguna Beach Performing Arts High School, Artist in Residence	October 2007 - May 2013
◦ <i>Choreography/Direct musicals; Classes - MT preparation for college auditions</i>	
American Musical Dramatic Academy, Faculty & Showcase Choreo.	August 2001 - July 2007
◦ <i>Choreography/Direct showcases; Classes - MT Dance, Jazz, Tap</i>	
Wagner College, Dance Faculty	August 2005 - May 2007
◦ <i>Classes - Jazz, Ballet, Choreography</i>	

## Professional Performance, Actors' Equity Association

January 1997 - ongoing

A Chorus Line National Tour, <i>Singing Swing; Maggie, Cassie, Bebe, Diana, Tricia</i>	1997 - 2000
West Side Story, 50th Anniversary National Tour, <i>Anybodys, Swing</i>	1998 - 2001
Fosse, National Tour, Broadway medical swing, Company Dancer	2001 - 2003
Regional Theatre, various roles as Choreographer, performer & Director	1996 - 2007

## Education & Certification

MFA, Dance, Choreography, Arts Administration	2007
<i>University of California Irvine, Summa Cum Laude</i>	
BFA, Musical Theatre & Dance Performance	1997
<i>Shenandoah Conservatory of Shenandoah University, Cum Laude</i>	
Veritus Fundraising Certification	2022