

Tracey Bonner

[LinkedIn](#) [Website](#) [Email](#) 646-345-9516

Director of Guest Services & Sales (Operations & Strategic Growth) | 2024 – Present

Barrington Stage Company, Tony Award Winning Theatre

- **Financial Stewardship:** Orchestrated a financial turnaround delivering a **\$200K+ revenue lift** in one season; achieved through a strategic audit of misallocated ticket revenue and the implementation of targeted sales growth strategies.
- **Strategic Stabilization:** Architected a 1-year roadmap to lead the organization through a high-stakes leadership gap; implemented dynamic pricing and real-time analytics to drive fiscal accountability.
- **Systems & Data Integrity:** Directed the migration of **100K+ patron records** from Tessitura to Spektrix, establishing a data architecture that automated performance metrics and secured long-term revenue transparency.
- **Organizational Leadership & Revenue Strategy:** Architected a high-performance revenue coalition by restructuring a 15-member department and institutionalizing a mentorship-first framework; engineered a dual-track reporting framework for phone sales and retail that modernized concessions and drove a 100% staff retention rate.
- **Professional Development:** Institutionalized a comprehensive training framework and strategic third-party partnerships that delivered measurable ROI, including a significant lift in earned revenue conversion and transformed volunteer engagement.

Tracey Bonner Consultancy, LLC

| 2022 – Present

Senior Outreach Liaison | Dance Data Project®

- **Strategic Capital & Infrastructure Development:** Architected a national business development strategy that secured \$100K in foundational funding for a global digital infrastructure; leveraged this platform to forge high-value coalitions across corporations and Tier-1 academic institutions, expanding DDP's international research footprint.
- **Advocacy & Sustainability:** Serves as a National Keynote Presenter, aligning data-driven research with industry standards; integrated organizational initiatives into graduate-level curricula to drive industry-wide reform and long-term engagement.

Regional Adjudicator | National High School Musical Theatre Awards (The Jimmy Awards®)

- **Quality Assurance & National Standards:** Directed the regional evaluation process for 15+ productions annually, ensuring strict adherence to national artistic and technical benchmarks for the National Musical Theatre Association.
- **Strategic Mentorship & Talent Pipeline:** Identified and prepared top-tier performers for the New York City national stage; successfully secured top honors for the Kentucky delegation while providing consultative reporting to regional producers to elevate production standards and ROI.

Director of Donor Relations | Dayton Performing Arts Alliance (\$8.3M Org)

- **Institutional Revenue Architecture & Modernization:** Architected a unified growth framework for a three-brand alliance, re-designing and standardizing donor benefits

across all tiers of giving to eliminate brand silos and drive a 10% expansion in the mid-level pipeline (\$25K–\$250K) within six months.

- **Spearheaded departmental continuity and stabilization** during a major organizational restructure; served as the primary lead for the Annual Fund and Major Gift cultivation, effectively managing the operational portfolio of a four-person team with a streamlined two-person staff.
- **Capital Development & Federal Stewardship:** Secured \$225K+ in mission-critical funding, including a prestigious \$75K NEA grant and \$150K in five-figure contributions.
- **Integrated grant-writing and major gift strategies** into a singular development roadmap, ensuring consistent fiscal health while the department scaled to full capacity.
- **Strategically aligned philanthropic outreach** with artistic and educational initiatives, leveraging federal and private support to fuel large-scale organizational growth.
- **Engineered a "One-Organization" donor experience**, converting a fragmented multi-brand benefit system into a cohesive institutional model that maximized cross-disciplinary giving and high-net-worth retention.

Director of Patron Services | Jacob's Pillow Dance Festival (\$11.8M Org) | 2022-2024

- **Fiscal Innovation & Risk Mitigation:** Engineered a transformative "Rain or Shine" ticketing architecture to safeguard outdoor performance revenue; designed a tiered ticket-insurance model that stabilized earned income against weather-related cancellations and modernized the patron protection framework.
- **Systems Migration & Operational Scaling:** Spearheaded the mission-critical transition of the organization's ticketing and donor data ecosystem; institutionalized data-driven SOPs for high-volume festival operations, ensuring seamless patron transitions and rigorous inventory control during peak seasonal cycles.

BFA Dance Program Director & Associate Professor (Tenured) | Northern Kentucky University | 2014-2022

- **Strategic Growth & Capital Development:** Spearheaded an 800% increase in BFA enrollment within five years through a total redesign of recruitment and retention frameworks; served as Strategic Lead for a \$1.5M capital campaign to design a state-of-the-art facility, securing inaugural NASD accreditation.
- **Academic Architecture & Regulatory Oversight:** Designed and launched the university's first BFA in Dance Education, directing the end-to-end regulatory process from curriculum design to preliminary state accreditation.
- **Cross-Disciplinary Coalitions:** Pioneered high-impact partnerships with the departments of Chemistry, Black Studies, and Sociology to secure grant funding and elevate the program's institutional profile; transformed the department into a model for cross-campus collaboration.

Education & Certification

MFA, Arts Administration & Choreography | University of California, Irvine

BFA, Musical Theatre & Dance Performance | Shenandoah Conservatory

Veritus Fundraising Certification (2022)