

Form Name:
Submission Time:

Citizens Commission
March 30, 2019 3:33 pm

Name	Helen Brady
Address	<div></div> <div></div>
Phone	<div></div>
Email	<div></div>
Citizenship Affirmation	I am a U.S. Citizen
Residency Affirmation	I am a resident of the Commonwealth of Massachusetts
Statement of Intent	I intend to comply with and advance the policy established by this Act.
Statement of Interest	<p>Having run for the Massachusetts House of Representative and State Auditor, I can appreciate how important it is to advance this Constitutional amendment. If we are serious about pursuing this goal, it is critical that all "artificial entities" are identified and included in the discussions as we craft comprehensive and effective language, in order to eliminate the undue influence of concentrated money. This commission must take a hard look at the sources from which campaign coffers are funded. Only when all "artificial entities" are identified and given equal scrutiny can we advance an amendment that truly protects the rights of each and every American.</p> <p>The decision to run for office is personally and financially challenging. Equally daunting is facing a challenger who has enjoyed the financial backing of "artificial entities."</p> <p>I believe this obstacle discourages qualified citizens from seeking office. In this state there are few contested races. As a member of the Commission, I hope to reverse this trend by lending my unique experiences and perspectives towards the project and starting a serious dialogue about what needs to be done to remove these barriers and encourage more citizens to actively participate in our democracy.</p>
Résumé or Summary of Qualifications Upload	https://s3.amazonaws.com/files.formstack.com/uploads/3282862/71887710/489982174/71887710_resume_1.pdf
Political Party Affiliation, if any, over the previous five years	Republican
City or Town where you reside	CONCORD

Employment Status	Employed
Occupation	Boston Pops Business Director
Employer	Boston Symphony Orchestra, Inc.

Helen NH Brady

SUMMARY

Dynamic and performance-driven business professional with high integrity, a strong work ethic and great leadership skills. A team player who understands the importance of working with others. Meticulous and resourceful Business Manager with proven success in leading successful teams, controlling budgets, networking to drive growth initiatives and marketing to maximize brand outreach.

SKILLS

- Employee motivation
- Financial Management
- Documentation proficiency
- Operational oversight
- Project management
- Critical thinking
- Campaign performance tracking
- Talent acquisition
- Advanced problem solving abilities
- Talented public speaker
- Superb communication skills
- Program oversight
- Trade show management
- Marketing materials development
- Strategic planning
- Budgeting
- Complex problem resolution
- Forecasting and planning
- Strategic decision making

EXPERIENCE

Budget Analyst, Boston Symphony Orchestra, December 1987-December 1992
Boston, MA

- Supported payroll personnel by auditing and reconciling accounts.
- Performed budget formulation work involving review and preparation of budget estimates and financial plans with department heads throughout the organization.
- Completed monthly operational reviews to check budget compliance and identify areas in need of adjustment.
- Processed statistical files after month-end closing.
- Reviewed department head reports for accuracy and data integrity.
- Determined and tracked budget expenses to maintain accuracy and transparency.
- Audited budget line items within programs and assessed the accuracy of recorded payments.
- Reviewed accounting book entries to ensure accuracy of the G/L.
- Prepared monthly and annual expense forecasts, including any necessary recommended action required to manage costs to achieve budget.

Director of Group Sales & Tourism, Boston Symphony Orchestra, January 1993-January 2019

Boston, MA

- Capitalized on meeting industry changes to maximize Boston Pops Revenues by increasing private concert bookings
- Provided strategic leadership and expertise on ticket inventory management
- Attended tourism meetings to understand trends and buying power of visitors to Massachusetts.
- Enhanced customer relationships by creating easy access solutions to group ticket reservations.
- Resolved ticketing issues with group leaders and delivered high quality customer service
- Consulted with meeting planners to assess best ways to increase private Pops concerts and determined optimal price points to meet profit demands.
- Coordinated with Pops Office on creating and executing contracts in a timely manner
- Contacted patrons and prospects by phone, e-mail and snail prior to each new season to initiate the renewal and new ticket reservations.
- Partnered with other attractions across the Commonwealth to attract new patrons/customers to our businesses and communities.
- Planned, organized and managed staff for all private Pops events for Universities, Tech companies, political events and other celebratory concerts at Symphony Hall and outside of our venue.
- Reached out to customers to set up appointments, check on satisfaction and suggest additional offerings.
- Communicated brand identity and corporate position to internal and external customers to foster brand loyalty and recognition of the Boston Pops
- Generated daily operational and sales reports for corrective action or continuous improvement.
- Assisted with executive decision-making and strategy planning, initiating productive relationships with management teams and serving as the key contact for various marketing initiatives.
- Developed, implemented and tracked marketing and promotional strategies to strengthen long-term business success and meet demanding objectives while maintaining core mission of institution
- Analyzed program costs, schedules to drive concert production decisions.
- Suggested talent and programming ideas for Boston Pops for maximum exposure and ticket revenues.
- Spearhead cross-functional internal sales force teams to increase overall revenues including room rentals, merchandise, food and beverage sales.
- Controlled spending and managed department budget.
- Limited financial discrepancies, reviewing and approving billing invoices and expense reports.
- Grew the group sales/Private client business by creatively driving sales and maintaining cost controls.
- Built and maintained loyal, long-term customer relationships through effective account management.

- Hired, coached and trained staff and monitored performance while maximizing sales revenues by setting performance benchmarks for customer service, inventory control and oval group sales.
- Positively impacted product relevance through careful marketing and strategic advertising techniques.

Boston Pops Business Director, Boston Symphony Orchestra, February 2019-Current
Boston, MA

- Develop and implement a sales and marketing plan for runout concerts, private events at Symphony hall and other locations for the Boston Pops.
- Liase with Management on the creation and scheduling appropriate themes for upcoming Spring Pops seasons and touring and communicating such with Marketing and Group Sales.
- Work with Artists Management company and other concert Promoters to develop and implement tour marketing strategies .Work the graphic design team in creating appropriate ads and copy for all tour marketing materials, as well as monitoring the effectiveness of all publications.
- Maintain and find avenues for revenue growth for private events. Boost revenue through touring and runout concert opportunities and ensuring positive net outcomes.
- Manage private event budgets , provide yearly forecasts, quarterly forecasts and long-term objectives.
- Liase with and build professional relationships with key Tourism partners including Massachusetts Office of Tourism, Great Boston Convention and Visitors Bureau and other collaborative business partners.
- Direct the negotiation and preparation of all Pops performance contracts.
- Mitigate financial discrepancies, accurately executing budget control and variable/fixed operational documentation.
- Strategize long-term business needs, driving customer feedback for programing and thematic consideration.
- Evaluate sales and expense records and make proactive adjustments to policies and procedures.
- Network within the business community, attending events to position the Pops and elevate new business opportunities.

EDUCATION AND TRAINING

Bachelor of Science

Sales/ Marketing , University of Massachusetts Amherst, Amherst MA 1986

ACCOMPLISHMENTS

Former candidate for State Representative and State Auditor.