

ERIC M. NELSON, SENIOR ADVISOR – NEW YORK

MARKETING CONSULTING, INDIVIDUAL DONOR CAMPAIGNS, VENUE PRICING STRATEGY, CUSTOMER RELATIONSHIP MANAGEMENT, AUDIENCE BUILDING, LOYALTY PROGRAMS

“In order to experience true growth, marketing and development professionals must move current patrons up the loyalty ladder while engaging new prospects to become patrons.

It is important to invite all patrons to take every step, from buying tickets to giving donations to shopping at the boutique. The key is understanding who is in the organization’s circle of influence and making sure that the right invitation is in front of the right patron at exactly the right time.

Marketing and development departments can experience revenue increases by working together to define and map out which messages are in each invitation and when the right time has arrived to request support for the organization’s programs, mission, vision, and values.”

Eric M. Nelson currently serves as Director of New Business and Marketing for DCM which specializes in tele-services and related consulting for arts, culture and advocacy institutions.

His career efforts have helped generate over \$150 million dollars in ticket and gift revenue for organizations with whom he has worked. Mr. Nelson is extremely proud of what this has meant to his goal of supporting artistic vision.

Mr. Nelson’s history of providing strategic leadership includes serving as a Senior Consultant with Target Resource Group (TRG). While at TRG he provided marketing guidance to arts clients, which included direct response strategy building, scale of hall and dynamic price planning, and expense budgeting to optimize return-on-investment.

While at TRG, Mr. Nelson worked with Atlanta Ballet who saw a 15% increase in subscription admissions, The Joyce Theater experienced a 5% growth in per capita revenue, and Nashville Ballet’s sales for their 2008 Nutcracker grew by 40%.

Prior to joining TRG, Mr. Nelson served as Director of Client Services for DCM. In that time he oversaw the initial client conversions to DCM’s electronic lead system, Encore. He also directed the largest revenue generating campaigns in the histories of both San Francisco Symphony (telemarketing) and New York Philharmonic (telefundraising).

Before DCM Mr. Nelson was the Senior Marketing Manager for the Paul Taylor Dance Company. Over two seasons he negotiated a 30% reduction in the paid cost of advertising while doubling its reach. The New York season campaigns

for those years were the most successful, from an admissions and revenue perspective, in The Company’s then 48-year history.

Mr. Nelson holds a M.A. degree in Marketing and Advertising from Emerson College with an emphasis on strategies for non-profits and a B.A. in Corporate Communications from Northern Illinois University.

A Sample of Mr. Nelson’s professional and client work includes:

American Ballet Theatre
American Conservatory Theater
Atlanta Ballet
Baltimore Symphony Orchestra
Barnard College
Brooklyn Museum
Grand Rapids Symphony
Houston Ballet
Jazz at Lincoln Center
The Joyce Theater
Kimmel Center
Lincoln Center for the Performing Arts
Nashville Ballet
National Constitution Center
New York City Opera
New York Philharmonic
North Carolina Dance Theatre
Paul Taylor Dance Company
The Philadelphia Orchestra
Pittsburgh Ballet Theatre
Pittsburgh Public Theater
The Public Theater
San Francisco Opera
San Francisco Symphony
The Washington Ballet