

Jam Theatricals Selects Joshua Fraenkel As Senior Marketing Director



Jam Theatricals has selected Joshua Fraenkel as Senior Marketing Director, following an executive search process led by Arts Consulting Group (ACG). He will begin his tenure on September 4, 2018.

Mr. Fraenkel most recently served as Marketing and Communications Director at International Entertainment Consulting. In this role, he was responsible for the media, advertising, marketing, digital, social, and press planning and strategy for *Exhibitionism – The Rolling Stones*, an 18,000-square-foot exhibit in Chicago. He has also served as Account Manager and Account Supervisor at several entertainment, arts, and culture organizations, including Type A Marketing, 87AM, SpotCo, and AKA NYC. In these various roles, Mr. Fraenkel has overseen the media, press, and marketing plans for live entertainment-based accounts, working directly with internal and external stakeholders to take strategies from planning to execution. Using a holistic approach, he has created

multiple successful marketing and media strategies. Mr. Fraenkel holds a bachelor of arts degree from Pennsylvania State University.

“As a passionate and lifelong patron of theater, I am thrilled to join Jam Theatricals for the next chapter of my career,” said Mr. Fraenkel. “I look forward to providing a new perspective to a company which brings award-winning Broadway productions to venues across the country. It is an honor to join the team and participate in the continued success and growth of the company.”

“Best wishes to Joshua Fraenkel on his appointment as Senior Marketing Director at Jam Theatricals,” said ACG Vice President Jenna Deja. “In addition to his passion for theater, Mr. Fraenkel’s experience creating and implementing strategic marketing campaigns will allow him to expand Jam Theatrical’s earned revenue efforts and create success for years to come. We thank the search committee for its dedication in conducting the executive search process with ACG.”