



MANAGER PROFILE

Charles Boyd

Charles Boyd is known for running efficient, well-organized campaigns with high dollar-per-hour rates, and for consistently reaching his campaign goals. He has broad experience managing both subscription sales and fundraising campaigns for a range of organizations, including symphony orchestras, operas, theatres, and ballet companies. Charles is currently the senior manager at Arts TeleCenter East in Atlanta (a specialized, boutique phone room for performing arts clients), where he has led successful campaigns for Saint Paul Chamber Orchestra, Atlanta Ballet, Ordway Center for the Performing Arts, Michigan Opera Theatre, St. Louis Symphony Orchestra, The Philadelphia Orchestra, and more.

Charles has an extensive knowledge of the performing arts, especially music, and does a great job of researching everything there is to know about client organizations to keep his callers well informed. For the Saint Paul Chamber Orchestra subscription sales campaign, this meant familiarizing himself, and his team, with more than 20 different venues throughout the Twin Cities region!

Previously, Charles spent six years managing back-to-back subscription sales and fundraising campaigns for Atlanta Symphony Orchestra (and for part of that time, he simultaneously managed membership renewal campaigns for the High Museum of Art). Every campaign that Charles managed for the ASO saw higher performance metrics year over year—despite the hurdles of artist strikes, lockouts and the ASO’s financial challenges. Through it all, he maneuvered his campaigns with a steady hand while maintaining his professionalism and dedication to the ASO, SD&A and his staff.

Before the ASO, Charles ran a successful subscription sales campaign for Baltimore Symphony Orchestra. Prior to that, he set up and managed a fundraising campaign for San Francisco Opera—a new account for SD&A. In addition to meeting his goals, Charles navigated an extremely difficult transition period with poise. Previously, the Opera’s fundraising and sales campaigns had both been managed by another telemarketing firm. When SD&A took over the fundraising side, Charles and his team had to share a phone room with the sales campaign, which was still being managed by the other firm. Charles and his team experienced significant pushback and animosity from the employees of the other firm, but true to character, he kept a cool head and ran a profitable campaign without any drama.

Before that, he had the distinction of being the only SD&A manager to run two separate campaigns in two different metropolitan areas. From October to April, he managed a fundraiser for the Baltimore Symphony Orchestra, and from May through September, he ran a sales campaign for Arena Stage in Washington, D.C. His managerial responsibilities often overlapped as he was closing one campaign and gearing up for the next, and despite the hour-long drive between Baltimore and D.C., he dedicated whatever travel time was necessary to make both campaigns run smoothly. As a testament to his tenacity, he continued to run shifts during “The Blizzard of the Century” in 2010. With three feet of snow outside, the calling in his phone room at the Baltimore Symphony Orchestra continued unabated!

A natural teambuilder, Charles enjoys interviewing, hiring and training new callers, and he also knows how to coach and motivate his team to achieve maximum results. Before joining SD&A, he worked for Grassroots Campaigns, Inc. in Atlanta, where he organized effective fundraising operations for high-profile clients, including Amnesty International and the Democratic National Committee. He also worked as a tutor for Kaplan Inc., where he helped students prepare for the SAT college entrance exam.

Charles brings confidence, enthusiasm and patience to every assignment. Our clients appreciate his attentiveness—he always gets them what they need in a timely fashion. Among his many skills, Charles is fluent in Spanish. He graduated from Boston University, where he majored in film & television and minored in English. Charles is a star among managers, and we are honored to have him on our team.