



MANAGER PROFILE

Tom Rowland

Known for his even-keeled leadership skills, positive attitude and technological know-how, Tom Rowland inspires confidence in everyone he meets. Throughout his SD&A career, his easy-going interpersonal skills have earned him the respect and admiration of both clients and callers alike. Moreover, he has a deep, abiding passion for the performing arts that dates to his early childhood — a passion that serves as the foundation for his scholarly interest in the arts.

Tom is the manager of Arts Telecenter West, where he runs campaigns for multiple clients at the same time. His recent work at ATC West has included campaigns for Opera Colorado, Miami City Ballet and Pasadena Playhouse. Before that, he managed our subscription sales campaign at the Los Angeles Philharmonic, where he filled in for the permanent manager who was out on extended medical leave. Tom was selected to manage this complex campaign because he is highly organized. He does an excellent job of summarizing important information for his callers in a weekly memo that he publishes to keep them well informed — on both the organization and the season offerings — ensuring that everyone is always on the same page.

Prior to that, Tom spent several years managing fundraising campaigns for Los Angeles Opera, where he consistently demonstrated his ability to run a phone room with excellence, proving himself time and again to be a skilled problem solver who knows how to remain cool under pressure. In the process, he also became an expert user of *Call Manager*, SD&A's computerized lead management and dialing system.

Before being assigned to the LA Opera fundraiser, Tom served as the assistant manager at Michigan Opera Theatre, where he gained valuable experience on both subscription sales and fundraising campaigns. For a year and a half, he studied the art of campaign management with Andrew Erdmans, one of SD&A's veteran campaign managers. Over the years, Andrew has trained and mentored some of our company's most successful managers, but few have impressed him the way that Tom did. "Tom was the kind of assistant that you truly hate to see move on, but you also know from day one that he's destined to do bigger things," Andrew said.

Before joining SD&A, Tom enjoyed a successful career as a photographer and videographer. He also has experience as a multimedia designer, having produced several art installations for local galleries. As an actor, he performed onstage in a number of Shakespearean plays, and in 2005 he directed a production of *King Lear* for a community theater company in Troy, Michigan.

But more than anything, Tom enjoys studying. There are several academic subjects that have captured his interest, but none as compelling as the performing arts. He regularly listens to audio recordings of college level lectures—with a primary focus on opera and symphonic music—and he jumps at any opportunity to expand his ever-widening knowledge of the arts.

Tom earned a bachelor's degree in studio art with a concentration in new media from Oakland University in Rochester, Michigan. We are proud to have him on our management team and we are looking forward to celebrating many more successful campaigns under his leadership.