



St. Louis Symphony

Orchestra

stéphane denève : music director

news

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ST. LOUIS SYMPHONY ORCHESTRA NAMES UNITEY KULL VICE PRESIDENT OF MARKETING AND AUDIENCE EXPERIENCE

(August 15, 2022, St. Louis, MO) – Today, St. Louis Symphony Orchestra President and CEO Marie-Hélène Bernard announced the appointment of **Unitey Kull** as the institution's Vice President of Marketing and Audience Experience. Kull succeeds David Nischwitz, who served in the position from 2014 to 2022.

Marie-Hélène Bernard, St. Louis Symphony Orchestra President and CEO, said, "Unitey Kull brings exceptional strategic leadership in all facets of marketing to the SLSO team, including brand strategy, partnership development, and visitor experience. With a long track record of success and deep knowledge of the St. Louis arts and culture landscape, I know she will be an asset to me and our team. We are committed to creating remarkable concert experiences for all SLSO audiences and under Unitey's leadership, I look forward to continuing the SLSO's tradition of welcoming for all."

Unitey Kull, Vice President of Marketing and Audience Experience, said, "I am thrilled to join the SLSO. As a longtime admirer, I have been impressed with the SLSO's incredible artistic talent, innovative programming, and deep community engagement. Under Marie-Hélène Bernard's visionary leadership, the institution is poised for exciting change. I look forward to partnering with her and the SLSO team to create extraordinary concert experiences and connect with audiences in St. Louis and beyond."

An MBA recipient from the George Washington University, Kull joins the SLSO after serving for ten years as the Director of Marketing, Communications, and Visitor Experience for the Contemporary Art Museum St. Louis (CAM). There, she led a cross-functional team and was responsible for the strategic marketing and communications direction of the museum, as well as oversaw improvements to the visitor experience. Under her guidance, attendance at CAM nearly doubled since 2011. Prior to that role, she served as the Executive Director of the Manhattan New Music Project in New York City, a nonprofit performing and multidisciplinary arts education organization. Born in Pittsburgh and raised in the suburbs of Toronto, Brisbane, and Washington, DC, Kull lives in South City.

The SLSO ended its 2021/2022 season with more than 120,000 tickets issued to concerts at the orchestra's home at Powell Hall, with millions more reached by the SLSO's digital programming and social media. Over the past 10 years, the number of households engaged with the SLSO has tripled from 25,000 to more than 75,000 each season. The institution reported \$7.758 million in



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philanthropic giving in FY21, which followed two years of record giving by the St. Louis community, with \$8.06 million raised for the Annual Fund in FY20, up from a record \$8.01 million in FY19.

About the St. Louis Symphony Orchestra

Celebrated as a leading American orchestra, the St. Louis Symphony Orchestra is the second-oldest orchestra in the country, marking its 143rd year with the 2022/2023 season and its fourth with Music Director Stéphane Denève. The SLSO maintains its commitment to artistic excellence, educational impact, and community collaborations, honoring its mission of enriching lives through the power of music.

The SLSO serves as a convener of individuals, creators, and ideas, and is committed to building community through compelling and inclusive musical experiences. As it continues its longstanding focus on equity, diversity, inclusion, and access, the SLSO embraces its strengths as a responsive, nimble organization, while investing in partnerships locally and elevating its presence globally. For more information, visit soso.org.

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