



**David C. Snead**  
**Vice President of Marketing, Brand and Customer Experience**  
**New York Philharmonic**

David Snead has been Vice President of Marketing for the New York Philharmonic since 2001. Prior to the New York Philharmonic, David led the marketing programs of the Pittsburgh Symphony, Guthrie Theater, Milwaukee Symphony and Hartford Symphony; he has also served as associate marketing director of the Minnesota Orchestra, general manager of the Richmond Symphony and Executive Director of the Eastern Connecticut Symphony.

David is on the faculty of the League of American Orchestras' Essentials of Orchestra Management, is the lead faculty member for the League's Introduction to Orchestra Marketing seminars, and co-taught its Executive Leadership Program for Marketing and Development Professionals.

He is on the adjunct faculty at Roosevelt University and is a regular lecturer at New York University and Drexel University; he has also taught at the Juilliard School of Music, the Manhattan School of Music, Carnegie Mellon University and St. Olaf College. He has presented at conferences of the Association of British Orchestras; the Association of French Orchestras; the Association of Nordic Orchestras; the Association of Dutch Orchestras, Theaters and Dance Companies; Opera America; the Australian Council for the Arts; Orchestras Canada; the League of American Orchestras and at the National Arts Marketing Conference.

He is the author of "Subscribe Now: 30 Years Later," which ran in Symphony Magazine, Arts Reach, and American Theater.



**Paul Hogle**  
**Executive Vice President**  
**Detroit Symphony Orchestra**

Paul Hogle serves the Detroit Symphony Orchestra as its Executive Vice President, a strategic, externally-facing chief operating officer role responsible for artistic administration, digital media, education and outreach, orchestra operations, and all patron revenues. Before joining the Detroit Symphony executive team in 2010, Paul spent twenty-six years working in senior posts for the Atlanta, Baltimore, Chicago, and Indianapolis symphony orchestras. He was a founder of The Stewardship Group, a consulting and executive recruitment firm that served a national client base in building resources. His career began as Executive Director of the Evansville Philharmonic (IN), one of the great regional orchestras in America.

Paul is an alumnus of the Music Management program of the University of Evansville and is a graduate of Leadership Greater Chicago. He has served as president of The Orchestra PartnerShip, a sponsorship-selling coalition of major orchestras, and the Indiana Orchestra Consortium, a membership organization that serves Indiana's orchestras. A frequent presenter at regional, national, and international arts conferences, he has also served as a school board member for Chapelgate Christian Academy in Baltimore and as vice president of the Lassiter High School Orchestra Association in Atlanta and is a new Board Member of CultureSource in Detroit.

Paul currently serves on the faculty of the Orchestra Leadership Academy of the League of American Orchestras and as an adjunct professor at Wayne State University in Detroit and Roosevelt University in Chicago.

Paul and his wife Lauri, artistic director of the Detroit Children's Chorus and an accomplished educator, live in suburban Detroit.