



Sara Billmann

**Marketing and Communications Director
University Musical Society**

Sara Billmann is the Marketing & Communications Director for the University Musical Society (UMS), a 138-year-old presenting organization at the University of Michigan, where she oversees the strategic and creative campaigns for a 50-event season in classical music, theater, dance, jazz, and world music. She oversaw UMS's rebranding in 2012, as well as the launch of the UMS Lobby, an online portal that engages with audiences in new ways. She served as co-chair of the two-year Major University Presenters Value and Impact Study and in 2010 was invited to join 50 international arts professionals in the Salzburg Global Seminar on "Performing Arts in Lean Times: Opportunities for Reinvention." She is a frequent speaker about a variety of marketing-related topics at the National Arts Marketing Project, Association of Performing Arts Professionals, and Tessitura annual conferences. She has been invited to speak about consumer psychology and its applications to the performing arts as part of the Tessitura Innovators Series, at the University of South Carolina's Department of Sport and Entertainment Management, at The Broadway League spring conference, and others. Billmann received a Bachelor's Degree in English from the University of Michigan and an M.B.A. with certification in public management from Stanford University.

In addition to her role at UMS, she is affiliated with WolfBrown, an arts consulting firm.



Bob Harlow

Bob Harlow Research and Consulting, LLC

Bob Harlow, PhD, is a social psychologist and statistician who develops research programs that help organizations more deeply understand what motivates their target audiences. He has partnered with marketing managers and senior executives at some of the world's largest companies and leading nonprofit organizations to develop brand, communications, and operations strategies. He has held senior and management positions at IBM and at market research consulting groups such as Yankelovich Partners, and currently leads his own market research consulting organization.

Bob has written hundreds of surveys and conducted hundreds of focus groups and interviews with broad audiences in 30 countries. He has more than a dozen scholarly publications in social

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psychology and research methods, and is the lead author of The Wallace Foundation publication series Wallace Studies in Building Arts Audiences. He has a PhD from Princeton University in social psychology and completed the postdoctoral program in quantitative analysis at New York University's Stern School of Business and Graduate School of Arts and Science.