

# emerging leaders program

League  
of American  
Orchestras



Photo Credit: David Uhrin

## Monica Meyer

Vice President of Marketing, Sales and Public Relations  
Virginia Symphony Orchestra  
Norfolk, Virginia

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Monica Meyer joined the Virginia Symphony Orchestra team in 2014 and currently serves as the Vice President of Marketing, Sales and Public Relations. As a lifelong student and enthusiast of the arts, she earned a full scholarship for Music Performance with a concentration in Oboe and English Horn from West Virginia University. Her academic path included minor degrees in Business Administration and Arts Administration. As the first graduate of the West Virginia University School of Music to combine music performance with dual administrative studies, she worked alongside faculty to develop curriculum, pioneering a course of study for future music students with an interest in a career in the arts. Monica went on to earn a Master's in Business Administration from Waynesburg University.

Monica began her career at the Pittsburgh Symphony Orchestra, in increasingly responsible positions over eight seasons. As the Assistant Director of Marketing, she was responsible for exponential growth in subscription and ticket sales. In her current role, she oversees all the VSO's marketing, sales and public relations activities as the organization enjoys a period of unparalleled growth and innovation, looking forward to its 100th anniversary in 2020/21 under new artistic leadership and with a major renovation of one of its three main venues.

Named as a 2019 *Millennial on the Move* in Coastal Virginia Magazine, Monica holds several board leadership roles serving the broader Hampton Roads community. She is a Member at Large and the prior Leadership Development Chair in the Downtown Norfolk Council's Downtown 100, an active member of the Hampton Roads Chamber of Commerce Young Professionals Group and serves on the Emerging Leaders Board of local public tv station WHRO. She is a strong advocate for lifelong learning and professional development and is an Adjunct Professor of Marketing for the University of Phoenix.