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Felecia Tchen Kanney

Pronouns: She/Her

Vice President of Communications

Cincinnati Symphony Orchestra

Felecia Tchen Kanney joined the Cincinnati Symphony Orchestra as Vice President of Communications in 2021. She has spent the last 10 years in arts administration managing brand strategy, marketing, communications, direct B2C and B2B sales, educational programming, community outreach and engagement, and strategic initiatives. In her role at the Cincinnati Symphony Orchestra, Ms. Kanney oversees local, national, and global media and public relations strategy and execution as well as messaging for key institution-owned communications platforms for the Cincinnati Symphony Orchestra, Cincinnati Pops, Cincinnati May Festival, and the

Vocal Arts Ensemble of Cincinnati.

Previously, Ms. Kanney served as the Director of Marketing for the Toledo Alliance for the Performing Arts, the umbrella brand for the Toledo Symphony and Toledo Ballet. In that role, Ms. Kanney provided critical branding, marketing, and communications leadership during a time of transformational institutional change. She reinvigorated the brands through emotional storytelling combined with a multi-channel, data-driven approach to marketing; launched new audience-centric product lines; and achieved record-breaking sales revenues and attendance growth at performances that spanned 6 venues, ranging in capacity from 250 to 8,000 seats. Prior to that, Ms. Kanney led patron loyalty initiatives, contracted sales expansion, collaborative community projects, and educational programming.

Ms. Kanney has worked on award-winning projects, including WGTE Public Media's Toledo SymphonyLAB™ podcast, conceptualizing episodes which garnered four consecutive Touchstone Awards for excellence in journalism, and the Gen X-focused Brahms v. Radiohead marketing campaign, which earned a 2020 Bronze ADDY Award for Best Print Advertisement. In 2015, Ms. Kanney was awarded the Yale Distinguished Music Educator Award for outstanding service to music education for her work on a district-wide fourth grade collaboration with Toledo Public Schools.

Ms. Kanney holds a Master of Business Administration and Bachelor of Music in Music Education degrees from Bowling Green State University in Bowling Green, Ohio.