

November 7, 2025

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Sarah Generes Joins League of American Orchestras Leadership Team as Vice President, Development

Generes Brings Deep Experience in the Classical Music Field and a Track Record of Fundraising Success



Sarah Generes. Photo courtesy of Genevieve True.

New York, NY (November 7, 2025) – **Sarah Generes** will join the League of American Orchestras' Leadership Team as Vice President, Development, League President and CEO Simon Woods announced today. Generes will oversee all development activities for the League, working to raise the critical funds needed each year by the League for programs and activities in support of the orchestra field and the art form. She will also be a focal point for development colleagues in member orchestras across the country, providing them with resources, information, and convenings that support their work to secure philanthropic support for their orchestras.

"Sarah's commitment to the mission of orchestras is easily apparent," said Woods. "Her success at Northwestern's Bienen School of Music is the capstone of a long commitment to

strengthen the classical music field through philanthropy. I'm excited to work alongside her to build on that success for the League and the entire orchestral field."

Generes said, "I am thrilled to join the League and support its mission to champion America's orchestras. This is an exciting opportunity to build partnerships to sustain and grow the vital work of orchestras across the country, and I look forward to collaborating with the League's talented team and our dedicated supporters to help ensure a vibrant future for orchestral music."

The League's Leadership Team comprises **Simon Woods**, **Andrew Clark**, Vice President, Finance and Administration; **Rachel Rossos Gallant**, Vice President, Marketing and Membership; **Heather Noonan**, Vice President, Advocacy; **Caen Thomason-Redus**, Vice President, Inclusion and Learning; and **Karen Yair**, Vice President, Research and Resources.

The national organization dedicated solely to the orchestral experience, the League of American Orchestras is comprised of more than 1,800 orchestra, institutional, and individual members.

Sarah Generes is an accomplished performing arts leader with over 25 years of experience spanning fundraising, strategic planning, artistic operations, and team leadership. Her success in the discovery, cultivation, and stewardship of high net-worth donors is grounded in data-driven, donor-centric engagement and is strengthened by her deep passion for classical music.

As Director of Development at Northwestern University's Henry and Leigh Bienen School of Music, she served as a senior member of the dean's leadership team, overseeing all aspects of fundraising strategy and operations. Under her direction, the school successfully exceeded its \$65 million campaign goal—raising \$72 million—and she recently led the school to its most successful fundraising year ever.

Before entering the world of higher education, Sarah spent 20 years working in performing arts organizations throughout Chicago including Lyric Opera of Chicago and the Ravinia Festival. As Lyric Opera's Director of Classical and Crossover Programming, she produced the nationally televised *Chicago Voices* gala, artistic directed by Renée Fleming and featuring musicians such as John Prine, Lupe Fiasco, Matthew Polenzani, Shemekia

Copeland and Michelle Williams. In that role, she also collaborated with acclaimed improv comedy troupe The Second City to produce *The Second City Guide to the Opera* and *Longer! Louder! Wagner!*

Sarah holds degrees in English and vocal music, *cum laude*, from Vanderbilt University, and a certificate in Non-Profit Management through Northwestern University's Kellogg School of Business.

The **League of American Orchestras** champions the vitality of music and the orchestral experience, supports the orchestra community, and leads change boldly. The only national organization dedicated to orchestras and their communities, the League supports the field through advocacy, research, convenings, leadership development, artistic programs, and grants. Founded in 1942 and chartered by Congress in 1962, the League includes nearly 25,000 musicians, conductors, orchestra staff, board members, volunteers, and business partners working within our membership of 1,600 world-renowned orchestras, community groups, summer festivals, student and youth ensembles, conservatories and libraries, businesses serving orchestras, and individuals who love symphonic music. Visit americanorchestras.org.