

## Jennifer Barton

*Senior Vice President and Chief Revenue Strategy Officer  
Baltimore Symphony Orchestra*



Jennifer Barton believes orchestras thrive when exceptional performances are deeply connected to the people they serve. As Senior Vice President and Chief Revenue Strategy Officer of the Baltimore Symphony Orchestra, she champions a patron-first approach that connects audiences and music in ways that feel personal, joyful, and lasting. A connector and strategist, she leads a cross-functional team aligning brand, audience, and revenue strategies to ensure the BSO is a place where music, people, and community come together—and where belonging and service are lived every day.

Jennifer's career spans leadership roles at the Jacksonville Symphony (FL) and the Baltimore Symphony Orchestra, where she has guided major change initiatives and long-term strategic campaigns. At the Jacksonville Symphony, she played a central role in the organization's \$50 million strategic plan and campaign, serving as Director of Patron Engagement, Chief Strategy Officer, and Vice President of Advancement.

She is an alum of the 2022 Business Volunteers of Maryland GIVE Fellowship and a graduate of Seth Godin's altMBA. Jennifer was one of seven leaders selected for the League of American Orchestra's inaugural Emerging Leaders Fellowship (2014-16) and also completed the League's Essentials of Orchestra Management program.

A native of York, Pennsylvania, Jennifer studied piano at Indiana University of Pennsylvania's Robert E. Cook Honors College, where she earned a Bachelor of Arts in Music.

*(Photo credit: Max Franz)*