



## Chief Experience & Revenue Officer (CERO)

Colorado Symphony Association (CSA)

Location: Denver, Colorado

Reports to: President & CEO

Classification: Full Time, Exempt

This is a defining leadership opportunity.

The Colorado Symphony stands at a pivotal moment in its evolution: artistically, institutionally, and financially. Nationally watched for its innovative and inclusive programming, the Colorado Symphony is recognized as a leader in reimagining how a modern orchestra connects with its community and audiences to create relevant, lasting impact.

With a balanced operating budget exceeding \$20M, a \$100M+ endowment, and a strong artistic foundation under the leadership of Music Director Peter Oundjian, the Colorado Symphony is entering a transformational chapter. This includes a national profile-raising tour to Radio City Music Hall and Carnegie Hall in New York City in early 2026, regular performances at iconic venues such as Red Rocks and across Colorado, and the upcoming renovation of Boettcher Concert Hall in downtown Denver.

At the center of this next chapter is a bold, measurable strategic goal: to achieve 80% average seat capacity for classical concerts by 2030. This outcome will be driven by intentional investment in audience experience by creating welcoming, memorable, and repeatable concert experiences that build satisfaction, loyalty, and long-term connection. Together, experience excellence and attendance growth form a critical pillar of sustained and growing ticket sales across all programming.

To lead this work, the Colorado Symphony seeks a Chief Experience & Revenue Officer (CERO), a senior executive who will unify and lead strategic and tactical marketing, sales, patron services, analytics, and experience design into a disciplined, data-driven engine for earned revenue growth and performance.

### Position Summary

The Chief Experience & Revenue Officer is a core member of the executive leadership team and the Colorado Symphony's senior leader accountable for earned revenue growth and performance.

This role is responsible for translating world-class artistry and audience experience into measurable, sustainable earned revenue growth, while elevating how audiences feel welcomed, connected, and engaged.

The CERO owns the full audience journey (from awareness and conversion to retention, frequency, and advocacy) ensuring that exceptional experiences directly support and generate earned revenue outcomes, including single-ticket sales, subscriptions, and flexible-access products.

In this role, the Colorado Symphony's Vision, Mission, and Brand are not abstract ideals, but operating principles, actively shaping how audiences are attracted, welcomed, engaged, and retained, and how those experiences translate into sustained earned revenue growth.

This role works in close partnership with the Chief Philanthropy Officer (CPO), recognizing that earned and contributed revenues go hand in hand, while maintaining clear financial ownership and accountability in close collaboration with the Chief Artistic Officer (CAO) and the Chief Financial Officer (CFO):

- The CERO leads and delivers earned revenue outcomes
- The CPO leads and delivers contributed revenue outcomes

Together, these two roles form the Colorado Symphony's integrated financial revenue growth strategy.

Guided by the Colorado Symphony's Values, Vision, Mission, and Brand, and inspired by the principles of *Unreasonable Hospitality* by Will Guidara, the CERO will ensure that every live symphonic experience builds belonging, loyalty, and community, while advancing the organization's financial sustainability.

## Essential Duties & Responsibilities

### Earned Revenue Strategy & Accountability

- Translate experience and hospitality investments into measurable improvements in satisfaction, repeat attendance, frequency, and lifetime audience value.
- Own and grow all earned revenue streams, including ticket sales, subscriptions, flexible packages, and related audience products.
- Establish and deliver against clear earned revenue targets aligned with the Colorado Symphony's fiscal and annual budgets and the 2030 goal of 80% average seat capacity for classical concerts.
- Lead pricing strategy, revenue analytics, demand forecasting and optimization, and forecasting strategies informed by analytics, segmentation, and audience behavior.
- Drive strategies that increase repeat attendance, frequency, and long-term audience loyalty, particularly within classical programming.
- Translate experience investments into measurable improvements in attendance, retention, and revenue per patron.

### Marketing, Brand & Demand Generation

- Lead a modern, high-performing, integrated team accountable for audience growth, conversion, and retention.
- Ensure disciplined use of data, CRM insights, testing, forecasting, and analytics to guide marketing, sales, and patron services decisions.
- Advance the Colorado Symphony's brand as a living heartbeat of Colorado—expressive, inclusive, and relevant—while maintaining focus on performance, outcomes, and accountability.

### Experience & Patron Services

- Oversee Patron Services and front-facing audience operations, embedding a culture of service excellence and belonging at scale.
- Apply Unreasonable Hospitality principles to elevate the end-to-end patron experience—from first interaction to post-concert engagement.
- Maintain an active, visible presence at Colorado Symphony concerts and events to observe audience behavior, experience the patron journey firsthand, and inform continuous improvement of experience and earned revenue strategy.
- Ensure that experience design directly drives earned revenue outcomes, functioning as a core growth lever rather than a surface-level enhancement

### Brand, Experience & Belonging

- Operationalize the Colorado Symphony's Brand across all audience touchpoints, ensuring that live symphonic experiences foster belonging, emotional connection, and repeat engagement.
- Translate the Colorado Symphony's Vision and Mission into measurable outcomes across attendance growth, loyalty, and earned revenue.
- Evaluate experience and hospitality investments through clear performance metrics, including occupancy, yield, and lifetime audience value.

### Cross-Functional Leadership

- Partner closely with the Chief Artistic Officer to align programming, audience insights, and market demand.
- Collaborate intentionally with the Chief Philanthropy Officer to strengthen the earned-to-contributed revenue continuum, while maintaining clear ownership of financial outcomes.
- Work with the CFO on forecasting, pricing strategy, performance measurement, and financial reporting.

### People & Culture Leadership

- Build, lead, and elevate high-performing teams across marketing, patron services, and audience engagement.
- Set clear expectations, prioritize work rigorously, and hold teams accountable for outcomes.

- Model servant leadership, curiosity, rigor, adaptability, and continuous improvement.

## Context for the Role

- This role is designed for a leader who thrives in environments undergoing modernization and transformation, where systems, structures, and practices are being actively built and refined.
- In the early phase of this role, the CERO is expected to engage hands-on with teams, data, forecasting, pricing, and campaign execution to build deep understanding, establish priorities, and accelerate impact in a resource-constrained environment.
- This role requires comfort making decisions where artistic ambition, audience experience, and financial performance must be balanced with rigor and clarity.
- Candidates must demonstrate direct accountability for earned revenue growth, pricing strategy, and demand generation, not solely advisory, brand, or partnership-led roles.
- Candidates from outside the performing arts who bring transferable experience in live entertainment, hospitality, sports, or destination experiences—and who are excited to apply that rigor in a cultural context—are strongly encouraged to apply.

## Ideal Experience, Competencies & Qualifications

- 10+ years of senior leadership experience in marketing, revenue, customer experience, or growth roles.
- Demonstrated success owning and delivering earned revenue growth through marketing discipline, pricing strategy, and analytics.
- Proven experience leading full-funnel demand generation and audience or consumer growth.
- Strong financial and analytical acumen; comfortable using data to drive decisions and measure impact.
- Experience in live entertainment, performing arts, hospitality, sports, or destination experiences strongly preferred.
- Passion for the arts and belief in the power of live symphonic music to connect communities.
- Leadership style grounded in empathy, performance, accountability, collaboration, and results.

## Why This Role Matters

This is not a refinement role—it is a build-and-lead role.

The Chief Experience & Revenue Officer will play a central role in achieving one of the Colorado Symphony's most important strategic objectives: growing classical audiences to 80% average capacity by 2030, while ensuring that every audience member feels welcomed, valued, and connected.

For the right leader, this is an opportunity to help define how a world-class orchestra pairs artistic excellence with modern revenue strategy and extraordinary human experience.

Salary Range: \$150,000 – \$210,000 commensurate with qualifications and experience.

## How to Apply

Please submit a cover letter and resume to [jobs@coloradosymphony.org](mailto:jobs@coloradosymphony.org)  
 Subject line: Chief Experience & Revenue Officer

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