

Angie Morris, Chief Executive Officer

Brief Position Description: Works with the Board of Directors to set overall direction and vision of the organization. Oversees daily operation of SCVA and ensures seamless delivery of programs and services in accordance with the organization's mission.

BIO – Angie Morris

Angie Morris was hired as the Chief Executive Officer (CEO) of the Salem Convention and Visitors Association (SCVA) in February 2007 after a nationwide search. Angie's high caliber of creative marketing skills coupled with her nonprofit administration, management and leadership skills, as well as her knowledge and ties to Salem made her the ideal CEO for SCVA.

Before joining SCVA Angie was the Executive Director for Pentacle Theatre, one of the oldest and most respected community theaters in Oregon. She was responsible for all management aspects including, but not limited to, strategic planning, budgeting, fund raising, public relations, marketing, education and outreach, personnel and Board relations. Angie led Pentacle Theatre into the black financially for the three years she managed the organization. She also managed the organization's \$1 million capital campaign reaching all goals for the build. Her long-term strategic vision and benchmarks for success resulted in new innovative revenue streams, audience development, the cultivation of 1,000 volunteers, a new ticketing system with sophisticated donor database capabilities, and relocation of the Pentacle business, office, ticket office and rehearsal studios to a premier downtown location.

As Director of Marketing and Public Relations for the Portland Opera/Broadway Across America series Angie managed a \$1.5 million annual budget. She was directly responsible for generated \$2.2 million in Opera ticket sales, and \$7-10 million in Broadway ticket sales. Angie created turnkey, business to business marketing programs that resulted in annual sales revenue of \$1 million. She directed the branding campaign to position Portland Opera as the 14th largest opera company in North America.

Through her pioneering and creative marketing, relationship development and management Angie propelled the Broadway Across America series to "top-tier" status nationally out of 55 markets. She helped establish Portland as a priority destination for mega-hits such as *The Producers*, *Mamma Mia* and many others.

Angie's experience and approach to building relationships, forming consensus and her outstanding communications and entrepreneurial spirit are vital to SCVA's future.