

PERSONAL INFORMATION Alan Brown

Principal WolfBrown
 Researcher and consultant serving the arts industry

WORK EXPERIENCE

- 2003-present **Principal WolfBrown**
 Greater Detroit Area
 Leader of an international consultancy focused on research and planning in the cultural sector. Responsible for all aspects of operation, including project design, new business development, client interaction and dissemination. Clients include philanthropic foundations, arts agencies and cultural institutions of all types. Extensive experience working with classical music, dance, theatre, and multi-disciplinary presenting organizations, focusing on audience engagement, customer segmentation, impact assessment and arts participation studies.
- 2008-2013 **Partner The Pricing Institute**
- 1990-2003 **Associate Principal AMS Planning & Research Corp.**
- 1986-1990 **Executive Director**
 Ann Arbor Summer Festival

EDUCATION AND TRAINING

- 1988-1989 **Stephen M. Ross School of Business MBA**
 University of Michigan
- 1978-1982 **BMA Vocal Performance, Business**
 University of Michigan

PERSONAL SKILLS

Mother tongue(s) English

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Spanish	B2	B2	B2	B2	B2
Italian	A2	A2	A2	A2	A2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills ▪ good communication skills gained through my experience as consultant for many years

Organisational / managerial skills ▪ leadership

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient	Proficient	Proficient	Proficient	Proficient

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

- good command of office suite (word processor, spread sheet, presentation software)
- good command of photo editing software gained as an amateur photographer

Other skills
Driving licence

B



ADDITIONAL INFORMATION

Publications

- *Measuring the intrinsic impacts of arts attendance* (co-authored with Jennifer L. Novak-Leonard), Cultural Trends, 2013
- *All the World's a Stage: Venues and Settings and the role they play in shaping patterns of arts participation*, Grantmakers in the Arts, 2012

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