

## PERSONAL INFORMATION

Saunders Amanda

## DECLARATION

Twenty-one of my thirty-one years in the business side of the charitable sector have been spent in the cultural arena, all in larger organisations, many at a point of change, with important memberships, and with a reputation for excellence. Leading and delivering strategies for resilience, growth and change; fundraising, marketing and business development; working with many different people with many different skills and as many different motivations. My current role at the Royal Opera House (ROH) encompasses all of the above at the highest level, with direct responsibility for £36m annual income via fundraising, retail, catering, summer season programming etc. I lead and develop 50+ full time staff.

## PROFESSIONAL EXPERIENCE

2017 **Director of Development and Enterprises**

Royal Opera House

**Achievements**

2002 - today

- raised ROH's reputation and confidence with fundraising - £6m per annum to £29+m plus capital
- created strategies for retail and catering activities closer to ROH brand, craft and artists - delivering higher revenues
- brought on next generation of fundraisers, people who take pride in contributing to broader cultural sector
- *Open Up*\*

2012 with then CEO jointly conceived *Open Up*2013 - 2015 *Open Up* Project Director in addition to Director of Development accountabilities, where:

- led creation of a project brief
- led architectural competition
- created governance framework, recruited and managed all professional service providers
- delivered £500k feasibility study informing vision, deliverables, fundraising strategy and budget – ROH Board approved the project
- raised £51m additional project costs from 19 private donors
- *Open Up* completed, on time and on budget, September 2018.
- exceeded annual revenue targets and continued to build profile and value of ROH endowment fund

\**Open Up* is a capital and cultural project that has transformed our building, our reputation as a closed opera house and created a new story, spaces, experience, and 400 seat theatre.

2006 **Director of Development**

Royal Opera House

2002 **Deputy Director of Development**

Royal Opera House

1999–2001 **Head of Individual Giving**  
British Museum Development Trust

1994–1999 **Head of Trusts and Foundations**  
NSPCC

1992–1994 **Membership, Events and Sponsorship Manager**  
Museum of London

1989–1992 **Marketing and Fundraising Manager**  
Zoological Society of London (ZSL)

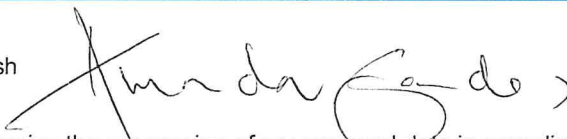
1987–1989 **Public Relations**  
Royal Over-Seas League (ROSL), London

#### PERSONAL SKILLS

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Mother tongue

English



I authorize the processing of my personal data in compliance with the GDPR and the Legislative Decree 30 June 2003, n. 196 "Code regarding the protection of personal data.

*I, the undersigned, aware of the criminal penalties provided for by art. 76 D.P.R. 28/12/2000 n. 445 of the Italian law in case of false declarations and falsification of documents, declares pursuant to art. 46 and 47 D.P.R. 445/2000 which what is contained in this document is true.*