

*A New Era:*

## **Kitchener-Waterloo Symphony announces new Executive Director**

**(Kitchener, Ontario, September 17, 2007)** The Kitchener-Waterloo Symphony (KWS) announced today the appointment of Genevieve Twomey, currently General Manager of the Pittsburgh Symphony Orchestra, as Executive Director, KWS.

“Genevieve worked as General Manager for one of the world’s great orchestras, and in the field her reputation is formidable. But what really struck me was her immediate grasp of the potential of this orchestra and the community it serves,” said Edwin Outwater, new Music Director for KWS. “With her arrival, our world-class team is complete. We have strong musical and administrative leadership, a dedicated and dynamic board, and an extraordinary orchestra. We are in a very strong position as our new era begins.”

The appointment of Genevieve Twomey as Executive Director and the launch of Edwin Outwater as Music Director mark the first of the Symphony’s New Era initiatives. “The Kitchener-Waterloo Symphony Board is delighted to welcome Genevieve to this role,” said Bob Astley, Chair of the KWS Board. “Her proven skills in symphony management are a perfect complement to the artistic vision and musical direction from Edwin Outwater. Together, Genevieve and Edwin will be a tremendous leadership team for the KWS.”

Twomey will begin her tenure in the expanded role of Executive Director in January 2008. Between now and January, Twomey will devote some of her time to KWS matters on an advisory basis. The Executive Director develops long range business plans and development strategies for the organization in addition to managing day to day operations.

The orchestra has been without a General Manager since the departure of Dan Donaldson last December. Christopher Sharpe, a cellist with the Symphony, has served in an interim capacity since that time.

“The Kitchener-Waterloo Symphony is in the midst of an exciting moment in its history,” said Twomey. “I am deeply honored and delighted to be joining the team. Working in partnership with Edwin, the fine musicians, staff, and Board, I look forward to advancing the mission of presenting outstanding live orchestral music in and around the Waterloo Region. This is truly a great time to be part of the KWS.”

A native of Melbourne, Australia, Genevieve Twomey began her career in orchestra management in 1996, having won a prestigious Orchestra

Management Fellowship with the League of American Orchestras. She has a Bachelor of Arts degree from the University of Melbourne. While at the Peabody Conservatory of the Johns Hopkins University in Baltimore, Twomey studied with renowned cellist Stephen Kates and completed both a Master of Music and Graduate Performance Diploma. As a cellist Ms. Twomey performed with numerous orchestras and ensembles including the Baltimore Symphony and the Melbourne Chamber Orchestra.

Twomey has distinguished herself in orchestra management and as a strong innovator. In an effort to resolve outdated recording practices within the orchestra industry, she participated in the negotiations with the American Federation of Musicians for the new Live Sound Recording Agreement. From 2000 to the present, Twomey managed multiple Pittsburgh Symphony Orchestra tours with performances in 14 countries across Europe, South America, Australia, and the Far East and throughout the United States.

Twomey will make her home in the Kitchener-Waterloo area along with her husband and three-year-old son.