

Richard S. Andrews
CV

Education

MA Arts Administration, Savannah College of Art and Design, 2011

Thesis: Andrews, R. (2011). [*Taking Hold of Human Destiny: The Evolution of Cultural Policy in France and the United States.*](#)

BA English, University of California, Berkeley, 1990

Professional experience

Lecturer, University of California, Berkeley, 2013 - present

Arts Entrepreneurship

- Creator and Instructor for a new course that explores the intersections between art and business
- Building on each student's connection to the arts, the course teaches how to develop an idea for an arts organization and turn it into a functioning, sustainable enterprise. Topics include building an arts community, strategic planning for arts organizations, mission and program development, fundraising, financial management and marketing.

Creating a Successful Arts Community: The Intersection of policy and business

- Co-creator and Instructor for a new course that examines the intersections between cultural policy and sustainable arts organizations
- In this discussion-based seminar, students examine a range of issues by developing real-world case studies on topics such as live/work spaces, IP and copyright in digital media, and creative placemaking.

Lecturer, Colorado State University, Fort Collins, LEAP/Arts Management online program, 2019-present.

- Creator and Instructor for courses in the graduate and undergraduate Arts Management online programs, including LEAP 200 Advocacy in the Visual and Performing Arts, LEAP 301 Creative Industries Career Management and LEAP 600 Arts Advocacy & Policy.

Lecturer, San Francisco Art Institute, San Francisco, 2015, 2016, 2017

The Artist as Entrepreneur

- Creator and Instructor for a new course that explores the intersections between art and business
- Building on each student's connection to the arts, the course teaches how to develop an idea for an arts organization and turn it into a functioning, sustainable enterprise.

Associate Director, Center for New Music and Audio Technologies, UC Berkeley, 1996 to 2021

- Fundraising: research, cultivate and solicit gifts and grants from individuals, foundations, government agencies and corporate sponsors.
- External affairs: forge ongoing relationships with industry, academic/research institutions and media.
- Negotiate exchange agreements, collaborative projects and research initiatives with domestic and foreign partners.
- Manage public events (concerts, lectures, colloquia, seminars, workshops), private industry meetings, research demonstrations and project development sessions.
- Manage communications and promotional projects: write proposals, articles, reports, publicity material.
- Collaboratively design, launch and evaluate programs in education, research and public presentation
- Create and implement CNMAT strategic planning, with a focus on organizational development
- Manage finances for all aspects of the organization, including institutional support, extramural funds, gifts, donations and awards.
- Manage human resources: recruit, hire, train and supervise administrative, research and academic personnel.

Executive Director, Eco Ensemble, UC Berkeley, 2009 to 2021

Plan, execute and assess a wide range of activities for the Eco Ensemble, a professional performing group dedicated to new music by established and emerging composers.

Visiting Lecturer, SKEMA Business School, the Sustainable Design School (SDS), and EUR CREATES (Université Côte d'Azur) in Nice, France, "Entrepreneurship for Creative Industries," February, 2018, 2019; April, 2021.

Visiting Lecturer, Marchutz School of Art/IAU, Aix-en-Provence, France - February, 2012

- Created and taught a new undergraduate workshop: Culture and Commerce -- Arts management issues and practices for business and art students.
- Focused on the intersections of art and business by examining professional arts administration issues.

Visiting Lecturer, UC Study Center Paris, September - December, 2003

- Created and taught a new undergraduate course: Art and Spectacle in Paris.
- Focused on French cultural policy and the contemporary performing arts scene in Paris.

Visiting Lecturer, American University of Paris, July – August, 2002

- Created and taught an intensive course on Communications Skills in Business and Organizations to an international group of undergraduates.
- Focused on skills necessary for successful communications in an organizational setting: concept development, graphic design and production, writing, editing and project management.

Guest lecturer:

- Savannah College of Art and Design in Lacoste, France, "Arts Entrepreneurship Workshops: Mission Statements and Business Plans for Artists," August, 2016, 2017, 2018.
- University of Leeds Arts Fundraising and Leadership Summer School, "Swarms, Spaces and Social Good: Arts fundraising and leadership trends in the U.S.," August, 2015.
- Jean Moulin University Lyon 3, "Taking Hold of Human Destiny: The Evolution of Cultural Policy in France and the United States," March, 2014.
- San Francisco State University, Graduate Seminar in Art, "On CNMAT, Collaboration and Cultural Entrepreneurship," April, 2013
- Institute for American Universities in Aix-en-Provence, France, "Taking Hold of Human Destiny: The Evolution of Cultural Policy in France and the United States," February, 2012; October, 2011.
- Arcadia University, Paris, France, "Taking Hold of Human Destiny: The Evolution of Cultural Policy in France and the United States," October, 2011.
- UC Study Center Paris, France, "Taking Hold of Human Destiny: The Evolution of Cultural Policy in France and the United States," October, 2011.
- Parsons Paris, "Behind the Scenes: French Cultural Policy and the Arts," March, 2011.
- Savannah College of Art and Design in Lacoste, France, "Behind the Scenes: French Cultural Policy and the Arts," November, 2008.
- Institute for American Universities in Aix-en-Provence, France, "Behind the Scenes: French Cultural Policy and the Arts," November, 2008.
- University of Paris I Panthéon-Sorbonne, Arts Management Master degree program (Master professionnel "Art dans l'espace public"), "Cultural Institutions in Europe," January, 2006.

Graphic Designer/Production Artist, Monterey Bay Aquarium, Monterey, CA, 1994-1996

- Publications Division: Designed wide variety of projects for institutional communication programs: membership, development and outreach, special events, advertising, signage, web presence, publishing and product marketing. Produced b&w and four-color publications, packaging, booklets, flyers, coupons, and collateral.

- Exhibits Division: Researched and implemented digital production methods for exhibit graphics, produce art for permanent and temporary exhibits, maintain highest levels of quality, control and consistency.
- Planning and Operations: Served on select institution-wide committee focused on strategic planning, policy development and budgeting processes. Developed and administered programs to improve graphics production methods, scheduling, cost control, issue resolution, and internal communications.

Advertising Manager, Monterey Bay Magazine, Monterey, CA, 1993-1994

Managed complex, deadline-driven advertising and promotions department for magazine publisher. Tracked multiple projects, coordinated events and direct marketing, managed budgets and schedules. Copy writing and editing for public relations and marketing materials, developed articles for publication. Database management, spreadsheets, graphic design and production, proofing and printing approval.

Promotions Manager, Papier Mache Press, Watsonville, CA, 1991-1992

Responsible for promotional programs at small, highly successful book publishing company. Developed policies, goals, and procedures for internal operations and external communications. Created and implemented marketing plan, managed budgets, projects, and vendors. Copy writing and editing for articles, press releases, promotional material. Spreadsheets, databases, desktop publishing.

Graphic Artist, Electronics Research Laboratory (ERL), 1990

University of California, Berkeley

Introduced digital art production methods into traditional studio. Created and administered training program in digital graphic skills and techniques, wrote operations manual, resolved networking issues, produced project status reports, interfaced with faculty researchers, students, and technical staff.

Graphic Designer, Carew Design, Sausalito, CA, 1989-1990

Designed and produced variety of projects in a graphic design studio that used both traditional, hand-built comps/mechanicals and state-of-the-art digital techniques. Four-color and black-and-white catalogs, ads, brochures, packaging, point-of-purchase and corporate identity. Concept development and copy writing, layout, file preparation, proofing, pre-press and final approval, scheduling, budget supervision, client service, print management.

Communications Manager, Church Pension Fund, New York, NY, 1988-1989

Managed communications department for large non-profit institution. Writing, editing, and project management for annual reports, financial statements, press releases, and collateral. Organized events, exhibits, and presentations. Produced evaluations, proposals, summaries, correspondence, and memos on policies and procedures. Developed and supervised budgets, managed staff and vendors.

Other skills and experience

Professional musician (guitar, drumset, percussion): Composing, performing and recording artist specializing in modern jazz, Americana, French Musette and experimental performance art projects. Performed in public and private venues in Southern California and the San Francisco Bay Area. Organized and performed in music residencies in Mexico, the Bahamas and Switzerland. Developed, performed and recorded original works in collaboration with individuals and groups. Extensive sound recording and production experience in studios throughout Northern California.

Freelance photographer: Specializing in portraits, architecture, fashion and documentation of fine art collections. Experienced in print and digital photo publication, especially for web content.

Small business owner: In partnership with spouse, operate a highly successful retail operation offering women's clothing and accessories in a popular Sonoma County wine country destination. Responsibilities include bookkeeping, marketing (graphic design for advertising, displays, signage, web presence) and overall business administration.

Specialized training

Administrative and financial management (University of California Business Officers Institute)
Strategic planning and project management (Franklin/Covey)
Communications, concept development, art direction (S.F. Academy of Art College, Media Alliance)
Writing for publication (College of Marin)
Adobe Photoshop: intermediate and advanced courses

Language skills

French, written and spoken

Computer Skills (Macintosh and PC platforms)

InDesign, Illustrator, Photoshop, Drupal, Powerpoint, Word, Excel, Acrobat, Pro Tools, GarageBand, Logic, FileMaker Pro, Endnote

Fundraising

International grants

2001, Cultural Service of the French Consulate in San Francisco: Tempo Festival
2005-08, FACE/Fund for French-American Academic Partnerships: CNMAT/CIRM Partnership
2006, Hochschule für Musik und Theater Hamburg: MUTOR Project

U.S. grants

2001, NEA: Tempo Festival
2005, NEA: New Music in an Old Cathedral

California state grants

1999-2002, UC Discovery/Gibson Corporation: An Integrated Digital Media System for Live Music Performance
2002-06, UC Discovery/Meyer Sound Labs: Low Dimensional Control of Large Audio Systems
2006-09, UC Discovery/Starkey Hearing Aid Research: Digital Hearing Aids for Music Listening
2004-05, UC Mexus: Mapping Gestures to Music: A Bayesian Network and Graphical Model Approach
2006-07, UC Mexus: Combining Gesture and Audio Information for Music Generation
UC Discovery (DiMI) Opportunity Award: 2000-01, 2002-03, 2004-05

University of California grants

1997, McEnerney Graduate Student Collaboration Project
1998-2000, O'Neill Organ Fund: CNMAT Organ Project
2008, HART Project: CNMAT Collaborative Technology for Multidisciplinary Research and Training
2010-11, CITRIS Seed Funding: Net Works: Employing IT for Live, Web-Supported Concerts
Classroom Technology Grants: 1996-97, 1997-98, 1998-99, 1999-2000, 2000-2001, 2012-2013
Consortium for the Arts: 1999-2000, 2000-01, 2002-03
France-Berkeley Fund: 1999-2000, 2002-03, 2010-11
Instructional equipment support: 1998-99, 2000-01, 2001-02
Regents' Lectureships Program: 1998-99, 2002-03, 2006-07, 2007-08, 2009-10, 2010-11
Townsend Center for the Humanities: 1997-98, 2010-11
UC Institute for Research in the Arts: 2001-02, 2005-06, 2007-08, 2008-09

Corporate sponsorships

Creative Labs/E-Mu, Cycling 74, Gibson Musical Instruments, Kurzweil/Young Chang, Meyer Sound Laboratories, Orban, Sennheiser, Pixar/Disney Research

Foundations

2000-2001, Mutable Music: Tempo Festival
2012, Ditson Fund at Columbia University: Eco Ensemble concert

In-kind

Ableton, Apple Computer, BIAS, Cycling 74, Digidesign, Earthworks, Gibson Musical Instruments, Grace Design, Kurzweil/Young Chang, Meyer Sound, Native Instruments, Octiv, OpCode Systems, Orban, RMC Pickups, Sennheiser, Silicon Graphics, Sun Microsystems, Tom Austin/Sherman Clay, Wacom Technology Corporation, Waves, Yamaha Corp.

Publications

Books

Andrews, Richard. [*Arts Entrepreneurship: Creating a New Venture in the Arts*](#). New York: Routledge/Taylor & Francis Group, 2020.

Conference proceedings

- Andrews, R., "Center for New Music and Audio Technologies (CNMAT) Studio Report," Proceedings of the 2008 ICMC, Belfast: International Computer Music Association.
- Andrews, R., "Center for New Music and Audio Technologies (CNMAT) Studio Report," Proceedings of the 2002 ICMC, Göteborg: International Computer Music Association.
- Andrews, R., "Center for New Music and Audio Technologies (CNMAT) Studio Report," Proceedings of the 2001 ICMC, Havana: International Computer Music Association.
- Andrews, R., "Center for New Music and Audio Technologies (CNMAT) Studio Report," Proceedings of the 2000 ICMC, Berlin: International Computer Music Association.
- Andrews, R., "Center for New Music and Audio Technologies (CNMAT) Studio Report," Proceedings of the 1999 ICMC, Beijing: International Computer Music Association.
- Andrews, R., "Center for New Music and Audio Technologies (CNMAT) Studio Report," Proceedings of the 1998 ICMC, Ann Arbor: International Computer Music Association.
- Andrews, R., "Center for New Music and Audio Technologies (CNMAT) Studio Report," Proceedings of the 1997 ICMC, Thessaloniki: International Computer Music Association.

Presentations

- Institut de Recherche et Coordination Acoustique/Musique (IRCAM), Paris, 2011
- Conservatoire National de Région de Nice, France: present framework for exchanges and collaborative projects involving graduate student composers from France and the U.S., 2007
- Camargo Foundation, Cassis, France: signing of protocol establishing academic exchange program between the University of California, Berkeley and the Université de Nice Sophia Antipolis, 2006
- University of California Digital Media Innovation program, industry/university events:
- Digital Technology and Content Review, Santa Barbara, CA 1999
 - Regional Roundtable, Palo Alto, CA 2000
 - Digivations Conference, Santa Barbara, CA, 2000
 - DiMI Research Presentations, Emeryville, CA 2000
- Institut de Recherche et Coordination Acoustique/Musique (IRCAM), Paris, 2000
- Musikmesse, Frankfurt, 2001
- International Computer Music Conference (ICMC): Thessaloniki, Greece, 1997; Ann Arbor, Michigan, 1998; Beijing, China, 1999; Berlin, Germany, 2000; Havana, Cuba, 2001.