

ERIC EINHORN

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EXECUTIVE SUMMARY

Project Manager, Show Director, and Producer with 20 years of experience in live entertainment and immersive experiences, with a proven track record of creating industry-pioneering, profitable, and sustainable business models. Strong marketing experience in end-to-end delivery of high-impact client experiences aimed at driving customer acquisition and loyalty that promotes profitable business growth. Entrepreneurial, results-oriented, articulate communicator, creative thinker with innovative problem-solving skills, strong ability to adapt to high-profile environments and easily build trusted client and customer relationships. Empathetic leadership style to building and managing high-performing teams, vendors and stakeholders, with proven ability to seamlessly execute multiple projects running in parallel and deliver on-time and on-budget.

CORE SKILLS

Creative/Show Direction ▪ Project Management ▪ Budget Management ▪ Organizational Growth Strategies & Transformation ▪ Business Development ▪ Global Customer Acquisition & Loyalty ▪ End-to-End Program Management of Digital, Physical, and Hybrid Environments ▪ Problem Solving ▪ Leadership Strategic Planning ▪ Training & Development ▪ Vendor Management and Contract Negotiations

EXPERIENCE

PROJECT MANAGER, MADE MUSIC STUDIO ▪ 2024

Contract Project Manager stewarding a sonic design and pitch process for a major international retail brand.

- Coordination of meeting schedule for six-member internal team and four external stakeholders.
- Management of deck and related pitch materials
- Archiving of meeting discussions

ASSISTANT EXPERIENCE LEAD, SET CREATIVE ▪ 2023

Assistant Experience Lead/Show Director for large-scale experiential brand activation featuring an immersive performance. Show created around high-profile YouTuber brand.

- Provided script supervision for experiential show element.
- Supervised cast of 4 performers throughout the 156 performances of the experience.
- Liaised with multiple client stakeholder organizations throughout the implementation process.
- Supported Experience Lead in communications, meetings, and rehearsals.

CO-FOUNDER/GENERAL & ARTISTIC DIRECTOR, ON SITE OPERA ▪ 2012 to 2023

Creative Lead and Senior Project Manager for an international, critically acclaimed site-specific opera company. Show Director and Producer for all artistic productions and promotional events alongside cross-functional and creative teams. Optimized operational functionality by overseeing content selection, driving consensus to improve productivity, vendor and subcontractor management, contract building and execution, and venue selection and negotiations. Partnered with Board of Directors, external stakeholders, and prospective sponsors to further organization's mission and grow impact.

- Grew organization from an operating budget of \$25K to \$1M by spearheading live and remote programs, special events, and bespoke musical gatherings in 47 states and 11 countries.
- Streamlined success by guiding a full-time staff of three, four creative reports, 50+ temporary contractors, artistic staff, and performers.

- Designed and deployed annual operating budgets of \$1M YoY over 10 years, inclusive of three annual artistic program budgets of \$170K per project.
- Led integration of bleeding edge technology through a translation mobile app and the first performance application of Google Glass by driving technology partnerships and propelling innovation within performing arts environments.
- Created and managed projects at major cultural institutions including the Metropolitan Museum of Art, Atlanta Botanical Garden, and American Museum of Natural History by initiating, developing, and maintaining meaningful vendor and institutional partnerships.
- Conceived and led organizational pivot to groundbreaking virtual and remote events during the COVID-19 lockdown and beyond to maintain and grow stakeholder engagement and revenue.
- Increased community stakeholder engagement by pioneering a recurring holiday event with Breaking Ground, a supportive housing group that prioritizes service to marginalized individuals, and Holy Apostles Soup Kitchen, involving a performance of "Amahl and the Night Visitors" with a chorus consisting of formerly homeless people.
- Organizational and artistic work featured in *The New York Times*, *The Wall Street Journal*, *Financial Times*, *Medium*, and numerous trade publications for creating a unique business model that changed performance industry standards.

STAGE DIRECTOR, METROPOLITAN OPERA & VARIOUS OPERA COMPANIES ▪ 2004 to Present

Leads large-scale projects for opera companies across the United States, ensuring program quality and continuity. Orchestrates routine discussions with all major department heads to unify program vision with adherence to organizational timelines. Creates and executes detailed schedules and artistic paperwork disseminated across departments, balancing the artistic and budgetary requirements of the company. Enhances marketing and promotional cycles by participating in local and regional media activities, including print, radio, and digital. Leads 50+ artist casts, creates and prioritizes daily schedules, and exceeds expectations by delivering polished, thought-provoking, and on-budget programs.

- Spearheaded artistic adjustments necessary for international "Live in HD" movie theater performances by orchestrating milestones with in-house media teams at The Metropolitan Opera.
- Coordinated production budgets of \$2M-\$4M within a company operating budget of \$300M at The Metropolitan Opera.
- Optimized creative experiences for high-profile talent such as *Placido Domingo*, *Renee Fleming*, *James Levine*, *Patrice Chereau*, *Peter Sellars*, and *Zhang Yimou*.
- Managed performance casts of 15-120 people, and creative teams of 10-20.
- Enhanced regulatory compliance and employee engagement by serving twice as a formal labor representative on the American Guild of Musical Artists Union Negotiating Committee.
- Enhanced company revenue by directing successful stage productions at Lyric Opera of Chicago, Glimmerglass Festival (NY), Pittsburgh Opera, and Fort Worth Opera.
- Adhered to production budgets ranging from \$200K-\$700K within \$1M-\$3M total company operating budgets.

Complete stage director credits available upon request.

EDUCATION & CREDENTIALS

Oberlin College Conservatory of Music, Oberlin, OH: Bachelor of Music in Opera Directing and Voice Performance

Indiana University-Purdue University, Indianapolis, IN (online): Certificate in Themed Entertainment Design

Fordham University, New York, NY (online): Certificate in Construction Project Management

TECHNICAL ACUMEN

Salesforce CRM, Microsoft Office Suite, Google Suite, Project Plan 365, Asana, Slack, Adobe Acrobat, Mailchimp, Canva, Adobe Photoshop, SketchUp

LANGUAGES

English (fluent), Italian (conversational)