



SEATTLE OPERA
SPEIGHT JENKINS GENERAL DIRECTOR

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Alvin Alexander Henry

Appointed Seattle Opera Director of Marketing and Communications

Seattle—Seattle Opera Administrative Director Kelly Tweeddale announced today that Alvin Alexander Henry has been appointed Director of Marketing and Communications for Seattle Opera. “Alvin Henry comes to Seattle Opera with an impressive background in the arts and an engaging passion for opera. He is known throughout the arts industry as a leader, teacher, and advocate for audience development and innovative marketing strategies. I am pleased to welcome Alvin to Seattle and he will be a great addition to our Seattle Opera staff,” said Tweeddale.

Henry comes to Seattle Opera from San Francisco Ballet, where he was the Director of Marketing and Public Relations. During his 15 years with San Francisco Ballet, Henry led an integrated marketing and communications strategy that both embraced traditional supporters of the company and expanded the ballet’s younger audience.

Prior to joining San Francisco Ballet, Henry was the Director of Marketing for La Jolla Playhouse in California. Other positions include the Director of Marketing and Media Relations for City Center Theatre in New York City and Associate Marketing Director for the Metropolitan Opera. Henry has worked with American Ballet Theatre, John Houseman’s Acting Company, and Theatre Communications Group.

Henry also has served on the Advisory Council for Arts Reach, as a panelist for the New York State Council on the Arts, and as a board member of the San Francisco Convention & Visitors Bureau.

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