

SEATTLE OPERA.

Kelly Tweeddale

Seattle Opera Executive Director

Kelly Tweeddale is Seattle Opera's Executive Director. She plays a key role in organizing and supervising the Opera's daily operations, in generating and overseeing the company's budgets, and in developing and implementing the Opera's long-range strategic plan. She oversees Seattle Opera's future development project: consolidating the company's operations—including administrative, rehearsal, production, educational, technical support, costume and scenic assembly spaces—into one building adjacent to its performance hall.

Tweeddale previously served as the company's administrative director since January, 2003, and prior to that she held the position of marketing and communications director. As marketing director, she led the company in the upgrade of its ticketing, fundraising, and customer service software and fulfilled a leadership role in the building of Seattle Opera's new performance venue, Marion Oliver McCaw Hall, which opened in June 2003.

Tweeddale is an adjunct professor at Seattle University with the MFA Arts Leadership program and has been an instructor for the University of Washington's Certificate Program, teaching Marketing and Public Relations in the Arts. She previously held senior management positions for Seattle Symphony and the Cleveland Orchestra. She plays a significant role on a number of boards in the arts community: she is current chair of a national organization called Project Audience seeking to develop collaborations among communities and creative enterprises.

She has served on the Burke Museum's Association Board and has chaired the Board for Tessitura Network, a nonprofit dedicated to software development and support for the performing arts sector.

Tweeddale has spent the last 25 years of her career in the performing arts with a focus on developing new audiences, managing major transitions, and increasing earned revenues. In 2011 she was chosen as one of Puget Sound Business Journal's "Women of Influence." She has completed several marathons, and writes the blog "Running without Toenails." She is married and has a daughter.

7/23/2015