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Kristina Murti named Seattle Opera's Director of Marketing & Communications

Nationally-recognized marketer brings opera to younger, more diverse audiences

SEATTLE—Seattle Opera **General Director Aidan Lang** has named **Kristina Murti** the company's new Director of Marketing & Communications.

"We are so fortunate to have a nationally-recognized leader like Kristina Murti at the helm of our marketing and communications strategy," Lang said. "It's creativity and vision like hers that will help us serve our Pacific Northwest community, and propel our art into the 21st century."

Murti, the former Associate Director of Marketing, has been the mastermind behind Seattle Opera's marketing successes over the past 16 years. She launched the redesign of the company's website and brand in 2015, and she created programs which boosted first-year subscriber retention rates by more than 10 percent. Under her leadership, the company's BRAVO! club for young professionals has become one of the largest groups of its kind in the nation with more than 600 members. Her

expertise has also been instrumental in the Building Audiences for Sustainability grant from the Wallace Foundation, a multi-year project which focuses on engaging millennials and baby boomers in the Seattle market.

In addition to marketing and communication strategy, Murti will be responsible for tickets sales of both mainstage and community-focused performances. She will continue to focus efforts on audience retention, digital marketing, and market research to support the company's mission and vision.

"Seattle Opera is one of the finest arts organizations in the Pacific Northwest," Murti said. "I am thrilled to bring a wide and diverse audience to see our programs across the state."

Murti is a leader on a number of arts marketing initiatives. She serves as co-chair of the Market the Arts Taskforce, as a member of the Community Resource Collective Steering Committee, and previously, as co-chair of the Tessitura National Conference Planning committee. She has also presented at the Digital Marketing Bootcamp, FutureTix conference, as well as national and regional Tessitura conferences. Prior to Seattle Opera, she was the Marketing Manager for Detroit Symphony Orchestra. The accomplished pianist and arts marketer holds a Bachelor of Music from Lawrence University in Appleton, Wisconsin. She succeeds **Alvin Alexander Henry**, who has returned to his home in San Francisco.

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About Seattle Opera

Established in 1963, Seattle Opera is committed to serving the people of the Pacific Northwest with performances of the highest caliber and through innovative educational and engagement programs for all. Each year, more than 95,000 people attend Seattle Opera performances, and more than 400,000 people of all ages are served through school performances, radio broadcasts, and more. By drawing our communities together, and by offering opera's unique fusion of music and drama, we create life-enhancing experiences that speak deeply to people's hearts and minds. Connect with Seattle Opera on Facebook, Twitter, SoundCloud, and through the [Seattle Opera channel on Classical King FM. 98.1.](#)