

KRISTINE E. OLENICKI

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EXECUTIVE MANAGEMENT

Project/Event Management ~ Human Resource Management ~ Financial Management

Accomplished and dynamic management professional offering successful results in providing strategic planning and leadership to major programs, staff and volunteers in business environments, community boards and other organizations. Innovative problem solver with strengths in project, event and resource management, human resource management, marketing, PR, program development, budgeting, contract negotiations and fiscal management. Consistently delivers project results on time and under budget. Excel in building and managing relationships at all levels; executive presentation skills; persuasive writer. Computer proficient in multiple applications and operating systems.

EXPERIENCE & ACHIEVEMENTS

JF MADDOX FOUNDATION, Hobbs, NM

2017-Current

Booking & Event Manager

Identifying and booking speakers for The Jack Maddox Distinguished Speaker Series and ensuring flawless production.

- Accountable for contracting, production and marketing of diverse speakers such as Malcolm Gladwell, Kareem Abdul Jabbar, Mike Rowe, Ben & Erin Napier, Amy Cuddy, Jay Shetty and Dara Torres.
- Translated 2020 event *Two Sides of Election 2020 with Karl Rove & Gov. Jennifer Granholm* from in person to an online virtual event utilizing top notch video production values.

MAGICSPACE ENTERTAINMENT, Park City, UT

1989 to 2003 & 2007-2017 & 2022-2025

Key contributor to company's growth from an initial staff of 4 to a \$45 million international company that produces, presents and markets live entertainment events.

VP of Programming

Strategic planning, Negotiation, and Execution of programming for the organization.

Responsible for booking and programming process for touring Broadway, dance, family shows, and other live entertainment

- Identify, pursue, and negotiate deals with agents, producers, and booking representatives for a broad spectrum of live entertainment, with a particular focus on touring Broadway and major national/international acts.
- Maintain and expand strong relationships within the touring and live entertainment industries, including agents, producers, road reps, and artist managers.
- Develop, manage, and monitor programming budgets, including forecasting revenue and expenses for each engagement.
- Oversee all artist and venue contracts related to performances and ensure compliance with all contractual obligations.

Director of Production

Operations, Finance & Project Management: Prepared budgets and collaborated with Music Division and Special Events on the production and final financial settlement of large concerts and major events.

- Accountable for strategic planning, operations, marketing, financial, investment and administrative management.
- Provided technical consulting to the \$144 million development of the new Eccles Theater in Salt Lake City as well as the \$14 million renovation project at the University of Utah's historic Kingsbury Hall.
- Built Theater League of Utah subscriber base to over 10,000 with annual sales averaging \$20 million, as co-founder and director. Managed in-house box office and oversaw multiple conversions and upgrades of ticketing system

Human Resources Management/Training: Recruited, supervised, trained, developed and motivated staff: production managers, accountant and office manager. Coordinated all personnel records; ensure compliance.

- Liaison with New York producers and booking agents, general/venue managers, cast members and tech crew required for approximately 100 Broadway shows presented annually across North America.
- Negotiated and administered contracts with artists, venues, ticketing agencies and various labor unions.

Event/Production Management/Guest Relations: Oversees seamless production planning and execution of over 1,500 events; effectively marketed to guests and created an experience that contributed to business growth.

- Extensive experience presenting, managing and financial settlement of national touring productions such as *Hamilton*, *Wicked*, *Dear Evan Hansen*, *Les Miserables*, *The Phantom of the Opera*, *Frozen*, *The Lion King* and *Walking With Dinosaurs*. Production Manager for the national tour of *Van Cliburn and the Moscow Philharmonic*.

- Producer and production manager for Emmy award-winning “A Kurt Bestor Christmas” Tour, the World Premiere concert supporting the release of the album “Sketches” at Sundance Ski Resort, “Every Good Boy Deserves Favour” starring Patrick Stewart, the live pay-per-view HBO Bee Gees special at the MGM Grand Hotel, and the half-time show of the 2003 Fiesta Bowl.
- Produced and managed the Utah Jazz and Blues Festival, presented for 10 years at the Event Center at Snowbird Ski Resort. Responsible for all aspects of the festival, including staging, artist relations, merchandise, and budgeting.

General Tour Management: Responsible for all coordination of production, creating budgets, overseeing settlements, box office statements, negotiating contracts, and tour operations.

- General Manager for *Savor After Hours* starring Val & Maks Chmerkovskiy, Jenna Johnson and other *Dancing with the Stars* artists.
- Assistant General Manager for the national tour of *Walking With Dinosaurs*.

SWEET PEA, A FESTIVAL OF THE ARTS, Bozeman, MT

2015-2024

Executive Director

Directing this 1978 founded, community based, 501(c)3 non-profit organization ensuring its continued vibrancy and furthering its mission to promote and cultivate the arts by providing local, regional and national artists.

Operations, Finance & Festival Management, Marketing: Provide leadership, overall administration and management of the Festival, daily operations in accordance with the Festival’s mission and expand community awareness and support.

- Chief Executive, Operating and Administrative Officer reporting to the Executive Committee of the Board of Directors.
- Took the Festival from part-time visibility in the community to a year-round contributor, increasing our participation in the community by expanding grants, installing public art sculptures and murals, adding an Ice Sculpture Competition and Winter Art Show and working with the Downtown Business Alliance and other local arts organizations.
- Re-imagined the Festival for 2020 bringing virtual events and changing others to social distanced events and secured \$90,000 in grants in 2020 to bring the Festival into the black in 2020 even though organization realized no income due to COVID. Also received over \$170,000 in grants in 2021, including the Shuttered Venue Operators Grant and was able to produce the entire Festival for 2021 while never utilizing any of the Festival’s reserves.

JOHN GORE THEATRICAL GROUP

BROADWAY ACROSS AMERICA, New York, NY

2017-2022

Director of Operations

The Broadway Touring Division of MagicSpace was sold to John Gore Theatrical in 2017. Key responsibilities of event management and human resources remained the same as with MagicSpace Entertainment. In 2019-2020 oversaw the renovation and conversion of the Salt Lake City offices to a regional call center.

MOONLIGHT BASIN LLC, Big Sky, MT

2003 to 2006

Director of Human Resources, Guest Experience & Events

Member of the founding management team at Montana’s newest ski resort. Diverse scope of responsibilities included:

HR & Training: Established and managed HR function, including recruitment, training, development, benefits administration, performance management, regulatory compliance, safety and policies/procedures.

- Developed all HR policies and procedures as well as created the employee manual, newsletters and website.
- Initiated recruitment strategies to staff the new organization during opening season, which grew from 5 employees to 93 in just under 3 months and to 210 in 2006.
- Designed service training manual for new hires and conducted all training and orientation to equip employees with the skills necessary to deliver superior guest service. Efforts resulted in:
 - After only the 2nd season in operation won Honorable Mention for “Best Overall Customer Service” from the National Ski Areas Association, 2nd only to Aspen Mountain Ski Resort.
 - In 3rd season won “Best Overall Customer Service Training and Implementation” over all other ski areas in the country.

Program Management/Marketing: Developed, executed and managed all event programming, as well as on- and off-mountain events.

- Instrumental in creating and implementing marketing and public relations efforts, including Vision, Mission, Values and branding messages for the organization.
- Booked all entertainment for Jackass Creek Saloon including dinner theatre and après ski.
- Developed the singer/songwriter series “Nashville’s Bluebird Café.”

Operations: Key member of the management team that coordinated the planning, logistics and grand opening of the new resort. Managed all purchasing for the entire organization.

- Selected and trained candidates who exemplified the combination of skills and attitude that result in rave reviews from the media for providing exceptional service and highly positive guest experience.
- Developed the Mountain Concierge position, similar to hotel concierge, to handle all ancillary services and reservations to maximize the guest experience.
- Developed and instituted Measures of Success to track performance in all areas of each department's operations from safety and training to costs and sales.

ADDITIONAL MANAGEMENT EXPERIENCE

THE WAY OF THE RAIN – EARTH MOVEMENTS – A SYMPHONY FOR BALLET 2019 UNITED NATIONS CIVIL SOCIETY CONFERENCE, Salt Lake City, UT

Production Manager/Line Producer

Sought out by Bylle Redford, Executive Director of TWOTR to produce and manage all aspects of this special performance commissioned by the Salt Lake Mayor's office, working with The Utah Symphony, Ballet West and Robert Redford. Delivered production at 22% under budget.

SALT LAKE ORGANIZING COMMITTEE – 2002 WINTER OLYMPICS, Salt Lake City, UT

Technical Director – The Cultural Olympiad

Recruited for expertise in production management; recognized as “the best in the community.” Directed all production activities of the Cultural Olympiad, including performances and two Chihuly art installations, at the Capitol Theatre, Jeanne Wagner Theatre, Salt Lake Arts Center and Abravanel Hall. Negotiated cost-effective contract with local stagehands union for the Olympiad. Delivered all shows between 10% and 20% under budget.

FUND RAISING / BOARD LEADERSHIP

- ◆ **Vice President – Executive Committee, Sweet Pea: A Festival of the Arts, Bozeman, MT** 2006-2008
- ◆ **Board Director/Performing Arts and Music Chair, Sweet Pea: A Festival of the Arts** 2003 to 2006
- ◆ **Big Sky Arts Association, Board member, Big Sky, MT** 2003 to 2006
- ◆ **Vice President, Westminster College Foundation Board, Salt Lake City, UT** 2000 to 2003
Responsible for coordinating high-profile, annual event raising \$1 million annually for scholarships.

EDUCATION

Certificate in **Business Management**
UNIVERSITY OF UTAH • SALT LAKE CITY,