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## **Pittsburgh Symphony Orchestra announces Monica Meyer Beale as Senior Vice President and Chief Development Officer**

PITTSBURGH — Today, The Pittsburgh Symphony Orchestra (PSO) announced the appointment of **Monica Meyer Beale** as its next **Senior Vice President and Chief Development Officer (CDO)**. Meyer Beale begins her work with the PSO on April 15 and comes to the PSO from the Milwaukee Symphony Orchestra where she was Vice President of Advancement. Working closely with the President & CEO and the Board, Monica will provide strategic direction and vision to grow the PSO’s donor base, strengthen its financial sustainability, and position the Orchestra for continued success in both regional and global communities.

Monica’s mother was a member of PSO’s administration in 1971 when the orchestra moved into its current home at Heinz Hall, and Meyer Beale herself worked at the PSO from 2007 to 2014, beginning as Coordinator of Education and Community Programs and departing in 2014 as Assistant Director of Marketing. She has since served in a variety of leadership roles at the Virginia Symphony Orchestra, including Vice President and Chief Revenue Officer and Interim Executive Director, before moving to Milwaukee.

“I’m thrilled to welcome Monica back to the PSO and Pittsburgh communities,” said **Melia Tourangeau, President & CEO**, “and I look forward to collaborating with her to

strengthen organizational sustainability through our people, our patrons and our programming. Monica brings an incredibly wide range of skills to the CDO role, having worked in community-building, marketing, and leadership roles at orchestras around the country. I'm energized by her addition to our team and know that she will be a great force for the Orchestra's future."

"Returning to the Pittsburgh Symphony Orchestra is more than a professional milestone; it's a homecoming," said Monica Meyer Beale, SVP and CDO. "Pittsburgh is where my heart has always been, and my passion for the Pittsburgh Symphony Orchestra runs deep. Returning to the city where my musical journey began, I'm thrilled to bring my experience and dedication to contribute to the PSO's legacy of excellence. Growing up here, attending PSO concerts wasn't just entertainment; it was a transformative experience that ignited my lifelong passion for music. I am so grateful to be back where that passion was born, and I look forward to working with Melia and the entire PSO team."

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### **About Monica Meyer Beale**

**Monica K. Meyer Beale** is a highly accomplished and results-oriented executive with a distinguished record of leadership in orchestral administration. As Vice President of Advancement for the Milwaukee Symphony Orchestra (MSO), she directed philanthropic strategy and execution, with direct responsibility for securing \$15 million in contributed revenue. In this capacity, she served as the chief philanthropic strategist, collaborating with the President & Executive Director, Board of Directors, and senior management team to define and implement strategic organizational objectives.

Her experience includes substantial contributions to the Pittsburgh Symphony Orchestra, where she progressed through roles of increasing responsibility over eight seasons, culminating in the role of Assistant Director of Marketing. In this capacity, she spearheaded key initiatives that generated significant growth in ticket sales, demonstrating a consistent ability to drive revenue generation.

A dedicated advocate for arts education, Ms. Meyer Beale received a full scholarship for Music Performance (Oboe and English Horn) from West Virginia University (WVU). As the first WVU School of Music graduate to integrate music performance with dual administrative studies, she collaborated with faculty to develop the program's curriculum, showcasing her proactive approach to academic innovation. She subsequently earned a Master of Business Administration from Waynesburg University, further solidifying her business acumen.

Prior to her tenure at the MSO, Ms. Meyer Beale served as Interim Executive Director of the Virginia Symphony Orchestra (VSO), a \$7 million non-profit organization experiencing significant growth under her leadership. She provided executive oversight across all revenue streams and her achievements at the VSO included driving a 43% increase in ticket and subscription revenue; and doubling the organization's social media presence, significantly expanding audience engagement.

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