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James Santilli Appointed Senior Vice President & Chief Revenue and Experience Officer for the Pittsburgh Symphony Orchestra

PITTSBURGH – The Pittsburgh Symphony Orchestra (PSO) announced on Friday that **James Santilli** will join the Orchestra as **Senior Vice President and Chief Revenue & Experience Officer (CREO)**. Santilli, formerly Chief Marketing Officer for the Pittsburgh Penguins, will join the PSO in this new role on Monday, April 14.

As CREO, James will hold responsibility for leading strategic initiatives to generate revenue and ensure an exceptional audience experience. Overseeing Marketing & Communications, Guest Experiences, Heinz Hall Presents, and Corporate Support teams, James will lead customer service, user experience, events, and brand experience, as well as audience engagement and retention strategies. James will play a vital part in strengthening relationships with new and existing patrons to ensure that their experience at Heinz Hall is engaging, inspiring, and continuing.

“Audiences who come to hear our world-class orchestra deserve a world-class experience,” said **Melia Tourangeau, President & CEO**. “The creation of the CREO position is our commitment to greater patron engagement and is an essential evolution for our long-term growth. James

brings incredible insight from his time in the professional sports world at the Pittsburgh Penguins, and I'm excited to work with him on this new, unified approach to welcoming our guests at every step of their experience."

"For decades, I've had the honor of shaping unforgettable moments for Pittsburgh sports fans," said **James Santilli,** Senior Vice President and Chief Revenue & Experience Officer. "Joining the Pittsburgh Symphony Orchestra is a seamless next chapter in that journey—creating exceptional experiences that move people, unite communities, and celebrate the greatness that defines our region and this city. The Pittsburgh Symphony Orchestra is truly one of the world's finest, and I'm excited to help share its magic with everyone in our region."

About James Santilli

James is a highly accomplished marketing executive bringing over 25 years of experience seamlessly blending innovation, data driven decision making and adaptability to drive growth. James was most recently the Chief Marketing Officer (CMO) for the Pittsburgh Penguins.

As CMO, James managed a period of immense change and uncertainty. From an organizational restructuring, the COVID-19 pandemic, the sale of the team to the Fenway Sports Group, and the exit of AT&T Sports Network from the regional sports network business, James led with resilience and adaptability. His most impactful accomplishment during this time was transforming the organization from a brand-centric approach to a revenue-centric culture. Identifying the key growth areas and revenue streams, focusing on ticket revenue, sponsorship revenue, database growth, fan engagement, and arena revenue. Results quickly followed, notching all time ticket and partnership revenue during the 2023-24 season.

Prior to being CMO for the Penguins, James held the roles of Vice President and Senior Vice President of Marketing with the Penguins. Following a comprehensive brand audit, James brought the brand to life by spearheading the "A Great Day for Hockey" campaign. This grassroots initiative not only resonated with fans but also significantly expanded the fan base. At the helm of all fan development departments, including Community Relations, Advertising, Digital, Game Entertainment, Youth Hockey, Video Production, and Creative Services, the organization saw impressive growth. Their regional fan base doubled from 565,000 to 1,300,000 and they quickly rose to the top of the NHL in TV and radio ratings, social media engagement, fan avidity, market penetration, sponsorship revenues, and merchandise sales.

James' early years with the Penguins saw him manage every aspect of ticketing, establishing a culture of excellence that led to a staggering 633-game consecutive sellout streak. James holds a BSBA and MBA from Duquesne University in Pittsburgh, PA.

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