



BIOGRAPHY

TRICIA BALDWIN

TRICIA BALDWIN became Managing Director of Tafelmusik in July, 2000. Under her leadership and in collaboration with Music Director Jeanne Lamon and the Board, staff and artistic team, Tafelmusik has experienced tremendous growth. Tricia spearheaded the recent creation of Tafelmusik's own recording label, and prior to that organized numerous international recording and television projects that have garnered awards as well as frequent international broadcasts. During Tricia's tenure, Tafelmusik has enjoyed a prolific and prestigious period on the world stage including 57 provincial, national and international tours as well as developing future audiences and artists by expanding its satellite venue programmes in the GTA and bringing major education, outreach and artist training initiatives including the Tafelmusik Baroque Summer Institute to fruition. During this period, Tafelmusik has built its operating budget from \$2.7MM to \$5.1MM, eliminated its deficit, enjoyed eleven successive surplus budgets, increased its endowment from \$314k to almost \$4MM and built balance sheet funds to \$1MM. Tafelmusik became the first orchestra to be awarded the top \$50,000 Lieutenant Governor's Award (2003). Tafelmusik also earned the \$25,000 Lieutenant Governor's Award in 2002 for growth in community and private sector support while supporting artistic excellence.

Tricia received her Bachelor of Music in Performance from U. of T. and her MBA from the Schulich School of Business at York University. Prior to Tafelmusik, Tricia was the Executive Director of Ballet British Columbia and General Manager of the Kingston Symphony.

She has served on juries and panels for the Canada Council for the Arts, the Ontario Arts Council, the Manitoba Arts Council. She is a past Board Member of Creative Trust and Orchestras Canada, and she currently serves on the Advisory Board of York University's MBA Arts and Media programme at the Schulich School of Business, and is a mentor with the Cultural Careers Council of Ontario.

In 2012, Tricia Baldwin was awarded the Canada Council for the Arts' John Hobday Award in Arts Management, and a full scholarship from the Harvard Business School Club of Toronto and KPMG to attend Harvard University's course in *Strategic Perspectives in Nonprofit Management* in July 2012.