



Ruthanne Fuller
Mayor

City of Newton, Massachusetts
Office of the Mayor

#146-23

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April 24, 2023

Honorable City Council
Newton City Hall
1000 Commonwealth Avenue
Newton, MA 02459

To the Honorable City Councilors:

I am pleased to appoint Alexandra Fuchs of 99 Lincoln Street, Newton Highlands 02461 as a Newton Library Trustee. Her term of office shall expire on June 30, 2028 and her appointment is subject to your confirmation.

Thank you for your attention to this matter.

Warmly,

Ruthanne Fuller
Mayor

RECEIVED
2023 APR 24 PM 4:38
CITY CLERK
NEWTON, MA 02459

Application Form

Profile

Alexandra J Fuchs
First Name Middle Initial Last Name

alexandrafuchs@yahoo.com
Email Address

99 Lincoln Street
Home Address Suite or Apt

Newton Highlands MA 02461
City State Postal Code

What Ward do you live in?

Ward 6

Mobile: (917) 319-4232 Home: (617) 332-5999
Primary Phone Alternate Phone

n/a
Employer Job Title

Which Boards would you like to apply for?

Library Trustee: Submitted

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board or commission?

Having lived in Newton Highlands for more than 18 years, I have personally benefited from having a robust and wonderfully maintained free library in my neighborhood, and would welcome the opportunity to help sustain the library as a strong a vibrant community resource. I grew up in New York City and frequented the public libraries of NY as a child, student and adult. In Newton, my husband and I brought our daughters to many of the family programs and now as high-schoolers they often bike to the library on their own. Our care givers over the years including au pairs took ESL classes at the library and enjoyed having access to the welcoming spaces. I believe that the free access is vital to increasing equity for all Newton residents. I would be honored to offer my experiences in the for-profit and non-profit sectors in marketing, sales and communications, as well as in fund-raising, donor engagement and community outreach to the Library board and greater community.

Alexandra Fuchs resume 4.23.pdf

Upload a Resume

ALEXANDRA FUCHS

99 Lincoln Street, Newton Highlands, MA 02461
alexandrafuchs423@gmail.com; (917) 319-4232

PROFESSIONAL EXPERIENCE**BOSTON SYMPHONY ORCHESTRA (BSO)**

Boston, MA
2018-2022

Chief Operating Officer and Vice President, Marketing, Sales & Communications

- Led team of 50+ professionals in Corporate Sponsorships, Education & Community Engagement, Event Services, Marketing and Ticketing, Front of House, Customer Service, Public Relations, and Publications.
- Responsible for \$45 million in earned and \$5 million in contributed revenue from corporate partners. Earned revenue included ticket sales for the BSO subscription season, Holiday Pops, Spring Pops and Tanglewood, and ancillary income from print and screen advertising, function rentals, food & beverage, and merchandise.
- Determined 20+ staff reductions during pandemic and helped to rebuild teams when concerts resumed.
- Served as executive sponsor for new website, improving transaction path and user experience. Launched new site on schedule and within budget; overall conversion rate doubled from 2% to 4% vs. prior year.
- Restructured marketing team in 2019 to be digital first, data-driven, patron-centered and ROI focused.
- Led organization-wide Cultural Assessment, including cross-cohort Steering Group comprised of musicians, staff and board members and engagement of outside counsel, to create the institution's EDI Imperatives.
- Served on the boards of ArtsBoston, Project STEP and The Fenway Alliance.

BOYS & GIRLS CLUBS OF BOSTON (BGCB)

Boston, MA
2010-2015

Chief Advancement Officer and Executive Vice President, Development

- Member of senior management team for BGCB, serving more than 16,000 youth in Boston and Chelsea.
- Led 18-person team in securing \$18 million in annual revenue, more than 75% percent of BGCB's annual operating budget, through individual, corporate and foundation contributions.
- Managed planning and implementation of BGCB's Opening Doors comprehensive campaign. Launched leadership phase in 2012 with goal of \$125 million over five years; raised \$100 million by 2015. Secured \$11 million to renovate South Boston Club and \$5 million to build and staff new Mattapan Teen Center.
- Launched the Artemis Circle, a women's donor group, introduced a Family Engagement Series, and expanded the Friends Council, a young professional's group.
- Redesigned positions in corporate giving, major gifts, planned giving, operations and stewardship functions.
- Provided guidance and support to staff and advisory boards of 11 Clubs and YouthConnect on local fundraising efforts, engaging alumni and connecting donors of all levels with activities in the Clubs.

BOSTON SYMPHONY ORCHESTRA (BSO)

Boston, MA
2002-2010

Director of Annual Funds and Donor Relations (2004-2010)

- Responsible for revenue of \$9+ million annually from 12,000 individuals for Boston Symphony, Boston Pops and Tanglewood Annual Funds. Led staff of 10, restructured annual funds and donor relations teams.
- Developed strategy for annual solicitations to 240 BSO board members and conducted 30+ solicitations for multi-year gifts to comprehensive campaign.
- Conceived of and championed two-year Boston Challenge, with \$250,000 per year incremental support from board members. Challenge drove growth of Annual Funds by 9% in FY2007 and 6% in FY2008.

Manager of Tanglewood Annual Funds (2002-2003)

- Secured annual revenues of over \$3.5 million in individual and corporate giving for Tanglewood.

UNILEVER

New York / Geneva, Switzerland
1996-2002

UNILEVER COSMETICS INTERNATIONAL (UCI)

Director of Global Marketing (1998 –2002)

- Launched BCBGirls, the first fragrance collection from designer Max Azria, in 1,500 stores in US/Canada.
- Complete oversight for fragrance line positioning, pricing, packaging, collateral, and advertising strategy.
- Managed licensor and senior management approval process on all aspects of BCBG launch; developed and presented launch plans to sales force, top US accounts, sales training schools and UCI global affiliates.
- Transferred to Geneva for 15 months to restructure Export Marketing Department, hiring and training team. Developed blueprint for Export Marketing strategy in 20 distributor markets with net sales of \$75 million.

UNILEVER HOME & PERSONAL CARE USA

Associate Brand Manager, Wisk Detergent and Snuggle Fabric Conditioner (1996–1998)

- Managed new variant launch and packaging re-stage, enabling Snuggle to maintain #2 market position
- Led 30-person team in packaging initiative for key account, resulting in quarterly sales growth of 47%.

DEBEVOISE & PLIMPTON

New York / Paris, France
1991-1994

Corporate Transactions Legal Assistant

- Directed standardization of foreign counsel legal requirements for \$1 billion US cross-border refinancing.
- Designed and implemented new client billing system to coordinate and consolidate firm-wide invoicing.

NEW YORK PHILHARMONIC

New York, NY
Summer 1990

Public Relations/Marketing Intern

- Created system to track summer concert data (attendance, weather, merchandise sales) subsequently utilized for future planning.

EDUCATION

THE WHARTON SCHOOL AND THE SCHOOL OF ARTS AND SCIENCES

UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA
May 1996

MBA, Individualized Major in Multinational Marketing and Strategy

MA with honors, **The Joseph H. Lauder Institute of Management and International Studies**

- President, Wharton Arts Enthusiasts Club; Member, Marketing Club

STANFORD UNIVERSITY

Stanford, CA
June 1991

BA in Comparative Literature with Honors and Distinction; Stanford in Florence (1989-1990)

ADDITIONAL INFORMATION

- Cellist in community orchestras in Greater Boston, New York, Paris, Geneva, and Tel Aviv.
- Member of Board of Advisors, Celebrity Series of Boston; serve on Patron Engagement Committee.
- Facilitator, Wharton Women's Circle; lead monthly meetings for New England-based Wharton alumnae.
- Volunteer, "TBE Table;" prepare 300+ meals weekly for distribution across Greater Boston.
- Fluent French; proficient Italian; Universitaire de Paris (Sorbonne) French Language Diploma.