



For Immediate Release

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Theater Latté Da announces an internal promotion and new staffing structure

Organization seeks Senior Director of Finance & Operations

(Minneapolis/St. Paul) The Board of Directors of Theater Latté Da today announced an internal promotion and changes to the organization's staffing structure. Known for its bold artistic work, the sixteen year old theater company is departing from the popular Artistic Director/Managing Director structure and is splitting the Managing Director position into two new senior leadership roles: Senior Director - Marketing & Development and Senior Director - Finance & Operations. Peter Rothstein will remain Artistic Director of the organization and the three positions (Artistic Director, Senior Director - Marketing & Development and Senior Director - Finance & Operations) will report to the Theater Latté Da board of directors. Rothstein offers, "The rapid growth of the company over the past few years has illuminated the need for a new staffing model, which will allow us to maximize our potential and realize our evolving vision for the organization. It's an incredibly exciting time for the company."

Seena Hodges has been promoted to Senior Director - Marketing & Development for the organization. Seena joined Theater Latté Da as the Director of External Relations in January 2014, after serving as the Communications Manager at the Guthrie Theater from October 2011 to December 2013. Seena is a graduate of the Theatre Management &

Producing Program at Columbia University in New York City and her contributions to Theater Latté Da inspired the organization to expand her role in search of a new model. Theater Latté Da Board Chair and Managing Director at Accenture Jean Becker offers, “During her short tenure, Seena has shown tremendous leadership in marketing and public relations. She has also been particularly active with social media and donor relations. We are excited about her expanded leadership role.” Becker continues, “We believe that this new staffing model will accelerate growth and poise the organization to pursue its mission by empowering experts in these critical functions to lead the company, along with Artistic Director Peter Rothstein.”

Theater Latté Da is seeking a new leader to fill the position of Senior Director - Finance & Operations. The primary responsibility of the role is to develop, integrate and manage financial strategies and solutions that allow the theater company to reach its overall financial and non-financial goals and objectives. The ideal candidate is responsible for overseeing accounting and reporting, cash management, audit, budgeting, IT, human resources and office management functions. Interested persons should visit latteda.org for detailed requirements and information on the application process. Resumes and cover letters should be submitted to searchcommittee@latteda.org.

Seena Hodges has worked in the theatrical industry as a producer, marketing director, publicist and audience development associate. Seena is currently the Senior Director—Marketing & Development for Theater Latte Da after serving as the Director of External Relations for seven months. She is the former Communications Manager for the Guthrie Theater and previously worked at New York press agency Boneau/Bryan-Brown, developing audiences and creating media opportunities for several Broadway shows including: *Fences* (with Denzel Washington and Viola Davis), *The Scottsboro Boys*, *Anything Goes*, *High*, *The People in the Picture*, *House of Blue Leaves* and *The Book of Mormon*. Seena also served as marketing director for the 2010 Fringe NYC and 2011 GLAAD Media Award-winning play *when last we flew* by newly minted Playwrights’ Center Many Voices Fellow Harrison David Rivers. Seena is a graduate of the Theatre Management and Producing MFA Program at Columbia University where she was a Dean’s Fellow. She completed her graduate thesis on social media usage in a theatrical setting. The thesis is titled “How Big is Your Platform?: Recommendations For Social Media Strategy and Usage Among Theatre Communications Group (TCG) Member Theatres.”

Peter Rothstein has directed more than 50 mainstage productions for Theater Latté Da, including nine world premieres and nine area premieres. Other recent collaborations include the Guthrie Theater, Children’s Theatre Company, Minnesota Opera, Illusion Theatre, Ten

Thousand Things and Seattle's 5th Avenue Theatre. He is the creator of *All is Calm: The Christmas Truce of 1914* and *Steerage Song*, created in collaboration with Dan Chouinard. Peter has been named one of Minnesota's Artists of the year by the *Star Tribune*, Theater Artist of the Year by *Lavender*, and Best Director by *City Pages*. He has been awarded four Ivey Awards for overall excellence and has received fellowships from the National Endowment of the Arts, Theatre Communications Group, the Minnesota State Arts Board and the McKnight Foundation. He serves on the board of directors for the National Alliance for Musical Theatre and *Alive and Kickin'*. He holds a Bachelor of Arts in Music and Theatre from St. John's University and a Master of Fine Arts in Directing from the University of Wisconsin- Madison. For more information, please visit Peter-Rothstein.com.

Theater Latté Da is an award-winning Twin Cities musical theater company that combines music and story to illuminate the breadth and depth of the human experience. The company seeks to create new connections between story, music, artists and audience by exploring and expanding the art of musical theater. latteda.org

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