

ANDREA PUENTE-CATÁN

SENIOR DEVELOPMENT EXECUTIVE



Phone

(+1) 323-459-7749



Email

arpapuate@yahoo.com

Address

3532 Meade Ave. San Diego CA, 92102

Andrea Puente is a cultural leader, arts administrator, fundraiser, arts educator, and public speaker. A bi-national producer with more than twenty years of international experience. Accomplished fundraiser with a successful 8-year track record, skilled in grantmaking and major gift cultivation and stewardship. Dedicated Masters-level in Fundraising. Special expertise in classical music production and building Hispanic high net-worth individual giving strategies. In addition to her work as a major gifts Director at San Diego Opera, Andrea is also responsible for developing Hispanic initiatives in fundraising, community engagement, and audience development, which go hand-in-hand. Her expertise in opera repertoire and close relationships with singers, stage directors, and opera company directors make her an asset as an artistic advisor and producer.

PROFESSIONAL EXPERIENCE

DIRECTOR OF MAJOR GIFTS AND HISPANIC AFFAIRS

San Diego Opera, October 2017– Present

Presenting 6 operas a year with a \$10.5 million budget, the Development Team brings \$5 million (55% of the annual budget).

- Successful oversight of more than 150 major gift donor relationships in the \$2,500, \$5,000, \$10,000, \$50,000 and \$100,000 gift range.
- Created and delivered detailed giving plans for new major gift acquisitions and upgraded gift opportunities while consolidating existing portfolio, achieving a 90% retention rate.
- Spearheaded the development of a Hispanic Affairs donor and audience development strategy, including three \$100,000 gifts for the San Diego Opera *Ópera en Español* initiative.
- Delivered donor base growth strategies and processes based on Tessitura analysis and management, and solicitations (including one-to-one visits, special events, direct mail, electronic and social media).
- Planned and executed annual fund campaign strategies around special appeals, direct mail, e-blasts, end-of-year giving and small membership gifts.
- Leveraged moves management theory and experience to boost donor acquisition and retention through the effective use of group cultivation and stewardship special events and production elements.
- Established and expanded relationships with cultural institutions in Mexico and cultural institutions that have ties with the Hispanic community in the USA to boost donor participation and audience development.
- Produced 50 virtual programs *Ópera en tu sofá* with over 5,000 viewers on social platforms. Community programs =VOICES/ VOCES=, and the Frida and Diego programs: 'The Songs of Frida Kahlo' (*Las canciones de Frida Kahlo*), 'Who were Diego Rivera and Frida Kahlo?'
- Developed in-kind giving relationships with media including radio, TV and publications in the US and Mexico, including: Entravision, Univision radio, Reforma, El Universal, La Jornada, La Opinion newspapers.

FUNDRAISING & PRODUCTION CONSULTANT

June 2011 to October 2017

Responsible for the promotion and care of Daniel Catan's legacy, working tirelessly to maintain and present his work, being in contact with multiple opera houses, company directors, artists, singers, and donors all over the world.

- Executive Producer for SDO opera film *La hija de Rappaccini*, a binational US-Mexico project
- New York City Opera (2016 – 2018): created and delivered a Hispanic donor cultivation and acquisition plan for the Mariachi operas *Cruzar la Cara de la Luna* and *Florencia en el Amazonas*.

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- Cincinnati Opera – Opera Fusion: New Works (2014-2015): acted as Associate Editor and Project Coordinator for ‘Meet John Doe’ by Daniel Catán.
- Successfully wrote and attained \$100,000 through the Andrew W. Mellon Foundation Opera Fusion New Works Grant to support ‘Meet John Doe’ at Cincinnati Opera and the Cincinnati Conservatory.
- Gotham Chamber Opera, New York City (2015): designed and executed a crowdfunding campaign worth \$30,000 to support the company’s productions.
- Rockefeller Foundation Mexico- USA Fellowship (2001): commissioned new works for harp by Mexican contemporary composers for a one-year concert series program ‘Harp without Boundaries’.
- FONCA (National Fund for Arts and Culture, Mexico 2013-14): wrote and attained a \$20,000 Projects and Investment grants to assemble and structure the Daniel Catán archive and catalogue, housed at the Harry Ransom Collection Center, University of Texas, Austin, as well as the audio catalogue housed at the Fonoteca Nacional in Mexico City.

EDUCATION

MASTER OF SCIENCE IN FUNDRAISING AND GRANT MAKING

New York University / Heyman Center for Philanthropy / New York

MASTER OF MUSIC

California State University / Los Angeles

POSTGRADUATE DIPLOMA HARP PERFORMANCE

University of Music Fryderyka Chopina / Warsaw, Poland

BACHELOR OF ARTS – MUSIC PERFORMANCE, MAJOR IN HARP

National Conservatory of Music / Mexico City, Mexico

EXTRA - CURRICULA

- Equity, Diversity, Inclusion Certification. Fieldstone Leadership Network 2021.
- Opera America Leadership Intensive Class 2020.
- AMEX Women in music Leadership Academy 2020.
- V.P. Development & Cultural Ambassador, US-Mexico Chamber of Commerce, California Regional Chapter, Los Angeles, CA 2016- 2017.
- Adjunct Professor for Music Appreciation at the College of the Canyons, Santa Clarita, California. 2011-2014.
- TV appearances to promote opera projects at Univision, Telemundo, Mundo Fox and Canal 54 in the USA; Canal 22, Canal Once in Mexico, and TVE in Spain.
- Musical interviews for the NY Times, LA Times, La Opinión (USA); Reforma, La Jornada, Excelsior, El Universal (Mexico) and El País (Spain).
- **LANGUAGES:** Fluent in Spanish and English; intermediate in Polish, Italian and French.
- **SOFTWARE:** Strong competency in Microsoft Office and Tesseract.

PERFORMANCE CAREER

- Orquesta del Teatro de Bellas Artes, Mexico City, Principal Harp Chair, 1999-2001.
- Orquesta Carlos Chávez, Mexico City, Principal Harp Chair, 1994-1999.
- Orquesta Ciudad de Málaga, Spain, Principal Harp Chair, 1992-1993.
- Filarmónica de Jalisco, Guadalajara, Mexico. Principal Harp Chair, 1990-1992.
- Gotham Opera (New York), Cuarteto Latinoamericano (Mexico), Jupiter Quartet (Spain), Southwest Chamber (Los Angeles), Arpa y Aulos (Los Angeles and Mexico), L.A. Harp Ensemble (Los Angeles).