



Contact: Davidson & Choy Publicity | Tim Choy [t.choy@dcpubcity.com](mailto:t.choy@dcpubcity.com)  
Peter Goldman [p.goldman@dcpubcity.com](mailto:p.goldman@dcpubcity.com) | 323 954 7510

Kory Kelly - Director of Marketing at Pasadena Playhouse:

## Pasadena Playhouse Appoints Nancy Griffith Baxter as Director of Development

PASADENA, CA (April 10, 2019) - Pasadena Playhouse, the State Theater of California, announced today that Nancy Griffith Baxter will serve as the organization's new Director of Development, bringing with her more than 30 years of experience in fundraising and wealth management with a deep understanding of philanthropic strategies.

"I am thrilled to welcome Nancy to the leadership team as we continue to take the Playhouse in a new and exciting direction. I know her wealth of energy and experience will be invaluable to us in garnering support for from the Pasadena community and beyond," said Producing Artistic Director Danny Feldman.

Nancy Baxter adds, "It's an honor to work with a dynamic leadership team at an institution with the amazing history and impact that Pasadena Playhouse has had on both the local and national entertainment industry, including theater, film and television. I look forward to working with the community to ensure the longevity of this amazing theater for another 100 years."

Baxter most recently served as Director of Gift Planning at LA Opera, where she expanded gift planning messaging to highlight the LA Opera family through storytelling and worked with the gift officers to establish blended gifts. Year-over-year future gift contributed revenue increased nine-fold during her tenure at the organization.

Prior to her time at LA Opera, Nancy was recruited by her alma mater Colorado College to serve as Director of Gift Planning and reimagine the gift-planning program after a decade of dormancy. Baxter grew the Legacy Society significantly in terms of participants as well as commitments, raising new future gifts in excess of \$15 million during the 2015-2016 fiscal year.

Baxter also has served as a Senior Vice President and Senior Philanthropic Investment Manager for Wells Fargo from 1999 to 2012, where she earned the *Concord Elite Award* and was recognized as one of the top selling Investment Managers at Wells Fargo. Beginning in 2005, she led and managed the Bank's National Philanthropic Investment Team that oversaw and influenced \$18 billion in charitable assets under management. Baxter built and coached wealth teams around the US to attract and expand philanthropic business opportunities and clients to optimize financial outcomes. She recruited and managed investment managers, worked with philanthropic families, trustees, boards of directors, senior staff and donors to match philanthropic intent with their asset base. Baxter also developed and executed customized investment strategies for endowments, deferred gift programs, and

private foundations.

Baxter received her BA from Colorado College, MBA in finance from Claremont Graduate University and is a graduate of Pasadena Leadership and Leadership California. Baxter is a CIMA™ (Certified Investment Management Analyst). She has been an active volunteer having served as a board member with The Colburn School, The LA Opera, Shakespeare Festival/LA, and Young & Healthy among others. Her leadership experience includes Board Chair, Executive, Finance, Investments, Audit and Board Relations Committees.

**ABOUT THE PASADENA PLAYHOUSE** -- The Pasadena Playhouse is a place where people have gathered for 100 years to experience bold and important theater. It is one of the most prolific theaters in American history with a legacy of profound theatrical impact and courageous new work. In 1937, the Playhouse was officially recognized as the State Theater of California for its contribution and commitment to the dramatic arts. Today it continues that tradition of excellence under the helm of producing artistic director Danny Feldman. Dedicated to enriching lives through theater, community programs and learning initiatives, Pasadena Playhouse is a living force in the community.