

INDIANAPOLIS OPERA

A VOICE. A STAGE. A STORY.

INDIANAPOLIS OPERA AND GENERAL DIRECTOR DAVID CRAIG STARKEY ANNOUNCES
KRISTA SLUSSER AS THE MARKETING AND COMMUNICATIONS DIRECTOR

INDIANAPOLIS, IN – The Indianapolis Opera and General Director David Craig Starkey are pleased to announce that Krista Slusser has joined the Opera's leadership team as its new Marketing and Communications Director, effective immediately. Krista brings to the company extensive experience in non-profit arts administration and communications from the Midwest region.

"Krista's strategic approach to marketing growth and brand management is key as the Opera expands programming, education and performances locally and regionally," said Starkey. "IO's leadership positions requires a commitment to investing in top talent and Krista exemplifies that commitment."

Krista most recently served for five years in Business Development for Randall Miller & Associates. Prior to that role, she served as the Community Liaison for the Girl Scouts of Northern Indiana Michiana. Outside of Indiana, Krista served as the Marketing and Sales Director for Miller Auditorium in Southwest Michigan, and as the Marketing Associate for the Kentucky Center for the Arts, and as the Sales and Marketing Manager for Actors Theatre of Louisville, Kentucky. Over the years Krista has been an active supporter of the United Way, Performing Arts Councils, AIDS Walk, Logan's Landing and Logansport Economic and Redevelopment initiatives.


As the Marketing and Communications Director, Krista will be responsible for the overall marketing strategy and execution, including brand development, analysis of purchase trends and other market research, concept and product development, advertising, media planning, direct marketing and promotional planning.

About Indianapolis Opera: Since 1975, Indianapolis Opera has delivered the passion, excitement and art of opera throughout Indiana with compelling educational, cultural and community activities. Its mission is to educate, inspire and entertain through the creation and presentation of musical storytelling for the Indiana community.

For more information about The Indianapolis Opera and its 2017-2018 season, please visit indyopera.org.

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