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MUSICAL



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GERSHWIN
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CHICAGO
AMBASSADOR
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HADESTOWN
WALTER KERR
MUSICAL



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PERSONNEL — TDF

Exclusive: Nella Vera joins TDF as vice president of marketing and communications

The nonprofit has announced a new leadership structure.

MICHAEL ABOURIZK

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Nella Vera, TDF's new vice president of marketing and communications (Credit: Courtesy of TDF)

TDF has named Nella Vera as its vice president of marketing and communications. Vera will join the nonprofit on Sept. 25.

Vera's appointment joins alongside a new leadership structure for TDF, under which several long-standing staff of the organization (which is dedicated to audience development and accessibility) have received new vice president titles.

Vera, who has spent over two decades working in the New York City theater ecosystem, joins TDF following an eight-year tenure as director of marketing with the Broadway production company BFV Management and the cabaret venue 54 Below. Prior to joining BFV, Vera served as director of

Exclusive: Nella Vera joins TDF as vice president of marketing and communications marketing and communications with Theatre for a New Audience and director of marketing with both the Public Theater and Signature Theatre.

“I’m thrilled to join TDF, a company I have long admired, especially at this inflection point in its trajectory,” Vera said in a statement. “I look forward to leveraging my passion for theater and audience development in support of their many vital and inspiring programs, and to help shape its future direction and impact.”

Vera joins a team that includes Whitney Estrin, newly named vice president, development; Tymand Staggs as vice president, technology; and Owen Wiles as vice president, finance and administration; all three of whom were former directors at TDF. Additionally, TDF’s former director of education Ginger Bartkoski Meagher will take on the title of vice president, programs, overseeing a new combined department of accessibility, public engagement and education. The vice presidents will continue to lead their respective disciplines, and will have an additional focus on long-term strategy for TDF.

The new structure was formed under the leadership of executive director Deeksha Gaur and managing director Michael Naumann. Gaur celebrated a year with the organization in August.

“As the only arts service organization whose membership is the audience, TDF’s mission is to remove financial, physical and invisible barriers so that every New Yorker can be inspired by the live performing arts,” said Gaur. “TDF’s current slate of vice presidents have demonstrated a deep commitment to TDF’s mission and a dedication to increasing the impact of our work. Now, with Nella’s appointment, this passionate and forward-thinking senior leadership team will drive TDF into its next chapter, setting a bold and innovative agenda in pursuit of an inclusive future audience for Broadway and New York’s live performing arts.”
