



## Susie Falk Named California Shakespeare Theater New Managing Director

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by BWW News Desk



The Board of Directors of California Shakespeare Theater announced this week the appointment of Susie Falk as the company's new Managing Director. Falk fills the position left vacant in August by Debbie Chinn, who is now Managing Director with Baltimore's CENTERSTAGE. Falk, a native of Berkeley, has served for the past four years as the Theater's Director of Marketing and Communications, and for the past six months has shared interim management duties with the Theater's Development Director. She was appointed after a national search conducted by the firm of [Albert Hall](#) & Associates, and will assume her new role immediately. President of the Cal Shakes Board of Directors [David Goldsmith](#) commented: "The board conducted an exhaustive search process, and we are thrilled to have found Susie in our own backyard."

"I have the greatest respect and admiration for Susie, and could not be happier to be partnering with her in the leadership of this theater," added Artistic Director Jonathan Moscone. "She brings an array of professional and personal skills to lead an excellent staff and work with an equally excellent and dedicated board to ensure Cal Shakes' success in, and beyond, a very challenging economic climate."

"It is an incredible honor to be joining Jonathan and a fantastic and committed Board of Directors at the helm of a company in which I am so professionally and personally invested," said Falk. "Long before I came to Cal Shakes as Marketing Director, I was a teenage participant in one of Cal Shakes' youth programs in the company's John Hinkel Park days. Since that time, and under Jonathan's artistic leadership, the company's artistic standards and production values have soared, and the reach of the education programs has broadened and deepened. Even in the midst of these difficult economic times, Cal Shakes has proven itself to be a major player in the Bay Area's cultural scene, and a vital resource in arts education. I am thrilled to have an opportunity to substantially contribute to the future of this Theater and this community."

As Director of Marketing and Communications for Cal Shakes, Falk has overseen all marketing, sales, and public relations efforts for the Theater, as well as box office and front of house operations. During her tenure, the company has seen ticket revenue increase by 24% and completed a rebranding effort. Prior to Cal Shakes, Falk was Director of Public Relations at Berkeley Repertory Theatre, and worked in the marketing and public relations department of American Conservatory Theater. She has also worked at Seattle Repertory Theatre, and the Berkshire Theatre Festival. She served on the board of Theatre Bay Area for seven years, four of them as Vice President. Falk is a graduate of [Vassar College](#), and completed course work in organization psychology at JFK University. She is married to lighting designer [York Kennedy](#); they have one daughter.

[Click here](#) for more information.

Photo: Jonathan Moscone, Susie Falk and [David Goldsmith](#);  
photo by Jay Yamada.

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