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**SFJAZZ APPOINTS GREG STERN AS NEW CEO****Marketing Industry Veteran Uniquely Positioned to Take Organization Through Its Next Phase of Growth and Evolution**

(SAN FRANCISCO, CA, April 16, 2020) -- SFJAZZ announced the appointment of Greg Stern as its new CEO, commencing June 15, 2020. Stern succeeds Don Derheim, who, over the past six years has helped lead SFJAZZ to become one of the country's premiere jazz presenters and a leader in jazz education.

Stern joins SFJAZZ as it enters its 38th year, and approaches the milestone 10th anniversary of the critically acclaimed SFJAZZ Center. He will lead its next phase of growth with Founder and Executive Artistic Director Randall Kline.

"Don came in at a very important time in SFJAZZ's history," said Michael Lazarus, Chair of the SFJAZZ Board. "In his six years, we have undergone phenomenal growth that is nearly unheard of in the performing arts field today. SFJAZZ, with Greg Stern at the helm, is well positioned for the next phase of its evolution as a jazz and arts leader throughout the world."

"Joining SFJAZZ was one of the most important things I've ever done," noted Derheim. "I am grateful to the people and the patrons of SFJAZZ that helped us truly build this organization into one of the great arts institutions in the world and I know that Greg's leadership will help shape the organization for years to come."

Stern's appointment comes after a national search, conducted over six months, managed by a leading global executive search consultancy. Greg Stern has long been involved with SFJAZZ, as a member and having served as a Trustee for nine years. Stern has spent most of his career in the advertising and marketing services industry, working with major agencies in the US and internationally. Most notably, Stern founded and has run Butler, Shine, Stern & Partners (BSSP), a leading independent agency based in Sausalito for the past 26 years. Stern will retain his position as Co-Chairman of BSSP and will continue serving as Chair of the advertising industry trade organization, the 4As.

"I'm delighted that SFJAZZ has found someone of Greg's enormous breadth of skills and experience," said Randall Kline, Executive Artistic Director and Founder of SFJAZZ. "His expertise in leading one of the country's most innovative and successful advertising agencies, combined with his love of jazz and his previous service as an SFJAZZ Trustee, is exactly what is needed to

ensure that SFJAZZ will continue to grow and prosper. I look forward to working with him for many years to come.”

This leadership change comes at a time of strength for SFJAZZ, a year-round presenter of innovative programming on two different stages at the SFJAZZ Center. The organization is also a leading advocate and practitioner of jazz education throughout the Bay Area, with a range of programs benefiting schools, adult learning, and the community at large. SFJAZZ also recently launched a digital offering with the introduction of [Fridays at Five](#), a new series of weekly pre-recorded concerts for digital members to enjoy during this trying time.

During Derheim’s tenure, membership at SFJAZZ increased by 60%, ticket sales doubled through 2019, and in-school programs grew from 10 schools to more than 70 in San Francisco and Oakland serving over 23,000 students.

Stern noted his longtime association with the organization: “I’ve been attending SFJAZZ shows since I moved to San Francisco in 1992. I’ve known and respected its Founder and Executive Artistic Director Randall Kline for 28 years. I’m excited to collaborate with Randall and the SFJAZZ team to drive further growth for the organization and the unique art form we support.”

Stern sees opportunities for growing the organization in a number of areas. He said, “SFJAZZ is a premier presenter of music in the Bay Area. There’s tremendous potential to expand the SFJAZZ brand digitally to audiences around the world while further expanding the organizations’ decades-long commitment to education and the world-wide jazz community.”

## **ABOUT SFJAZZ**

Founded in 1983, SFJAZZ presents the greatest names in jazz, Latin and global music and nurtures the art of improvisation through its year-round concert, commissioning and education programs. The West Coast’s biggest jazz presenter serves over 200,000 fans and students every year and has several award-winning resident jazz ensembles - the world renowned SFJAZZ Collective and the SFJAZZ High School All-Stars. SFJAZZ Center opened in 2013 in the vibrant performing arts district of San Francisco. The luminous SFJAZZ Center was designed by San Francisco architect Mark Cavagnero and the LEED-Gold certified center offers the superb acoustics of a great concert hall and the relaxed intimacy of a jazz club.

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