

# Barnaby Kerekes

B.Mus. (UBC), ACP (U of T)

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## PROFILE

I am a highly motivated and energetic leader driven by creativity, strategic planning and goals, and execution with 20+ years of professional experience in Arts Education, Arts Management, Music Retail, Administration, and Client Satisfaction. Areas of expertise include educational program development and implementation (including maintenance and improvement), strategic and fiscal planning/management, complex schedule planning/management/execution, and the building/nurturing/preserving of vital professional relationships. I am driven by connecting individuals through common purpose through collaboration, empowerment, and building solutions and new opportunities within an organization.

## SELECTED SKILLS & ACHIEVEMENTS

- **Vision:** I have a history of surfacing progressive ideas and have brought many of those to fruition working with colleagues, advisors, and external experts.
- **Strategic Leadership:** As an experienced leader, I am actively focused on advancing organizational goals to the benefit of stakeholders through collaborative and solutions-oriented approaches, and view challenges or problems as opportunities in disguise.
- **People Development:** Throughout my career I have been able to be in contact with both established and emerging talent as a speaker, mentor, and employer. I have shared this cumulative experience casually and professionally, as a colleague, speaker, and trainer. As trainer I have codified operational and contractual standards to prioritize clarity in professional relationships to keep organizational goals at the fore.
- **Stakeholder Management:** I have a strong track record in retail and as a business owner leveraging needs and feedback of clients to develop standard, yet flexible approaches to success, while also using feedback and dissatisfied clients to model, test, and implement better operational practices.
- **Self-Awareness & Collaboration:** I am aware of my limitations, and I know how to augment those shortcomings through internal expertise and external augmentation when needed through short- or long-term strategic planning.

## CAREER HISTORY

2023-2024

### Toronto Concert Band • Board Member

As post-pandemic board member, my focus has been to refresh energy and direction of this community and volunteer-driven organization as it passes its first decade to 'level up' for the next decade and beyond through strategic thinking, marketing, and internal management. Some areas include:

- Developing a strategy for long-term independence, including building ownership, endowment building, and public-private fundraising initiatives
- Initiating a data-driven and strategic approach to both ticket sales, and organic audience growth online
- Encouraging approaches to internal musician retention and specialized marketing to fill positions within the band for long-term stability and quality

2022-2024

**Toronto Concert Band • Substitute Conductor**

As a substitute conductor the primary function is to advance the music directors' performance goals in their absence. As a different person visually and personally, approaches to achieving this function with excellence include taking different approaches to draw out results from the ensemble including focus on tuning, rhythm, dynamics, and musicality.

Present-2003

**ABC Academy of Music • CEO**

ABC Academy has been a consistently growing private music school in central Toronto, which has operated uninterrupted for over two decades, and grossing near \$250K per annum, a substantial increase from its first year of \$8K. The role has been responsible for developing systems for training, advertising, sales, and increasing incremental and new client growth/sales while increasing fiscal efficiency, responsibility and strong P&L/Balance Sheet performance. Specifics include:

- Growth from 4 teachers to 20, and from under 50 students to 200, from one location in Toronto to 11 in the region
- A historic commitment to Orchestral Instruments including, but not limited to Oboe, Flute, Bassoon, Percussion, and Harp
- Maintaining a healthy balance sheet, including a corporate savings and investment strategy
- Driving impeccable customer satisfaction with online ratings of 4.9-5.0 across a variety of platforms
- Customer retention 70-80% in both normal and pandemic conditions, utilizing strategic focus and governmental supports
- Highly targeted marketing initiatives and spending with specific outcomes, across print, CPC, web, email, and phone efforts
- Acquiring, Developing, marketing, and implementing new curricula to diversify top-line items, and add greater margins while broadening market appeal, intake age-ranges, and boost a holistic lifelong experience model for clients
- Acquisition and Integration of Maple Leaf Music Together business operations and locations in 2019

2010-2004

**Long & McQuade Musical Instruments • Assistant Manager, Sales Consultant, Band and Orchestral Instruments**

Long & McQuade is Canada's largest Musical instrument retailer, with 50+ locations nationwide. I was promoted after 3 years of regular sales service, while demonstrating my skills and expertise as an active musician, taking advantage of my connection to the national classical music community in a sales/service role with specialization in Brass Instruments. I was involved with innovations in events management, merchandising, and sales, with a focus on strengthening relationships (client/manufacturer), departmental sales, and community outreach to build the brand of Long & McQuade.

Specifics included:

- Expanded focus on augmenting merchandise diversity, availability, and inventory management including print music and accessories
- Deepened interaction with purchasing department, including automation of common ordering processes, mentoring and onboarding new team members including co-op student placements
- Creating the 'Secret Sale', an invitation-only event that had record single-day sales totals, management of the 'Heart of the Horn' clinic series
- Consistently a top salesperson, exceeding \$500,000 in sales one year
- Recruiting specialist and renowned artists to present in an in-house clinic series, including remuneration negotiations

2004-2001

**Chan Centre for the Arts, University of British Columbia • Front of House Coordinator - Interim, Usher Captain and Usher**

Coverage of a short-term parental leave, requiring management of schedules, meeting with staff, submitting official reports in a Unionized environment at the University of British Columbia. During regular employment as usher captain and usher, responsibilities included supervision of ushers (co-workers) and front-facing client interactions. Specifics included:

- Maintaining accountability to training and union standards
- Collaborating with Bar and Back-of-House staff
- Small/Large equipment management
- Handling large sums of cash
- Liaising with University administration and the RCMP as needed
- Client and Artist liaison and conflict/problem resolution

## EDUCATION

**University of Toronto, Faculty of Music** (2004–2003) • Advanced Certificate in Performance conferred.

**University of British Columbia** (2001) • Bachelor of Music Degree conferred, with a concentration in Orchestral Instrument Performance.

**National Youth Orchestra of Canada** (1999–2002) • Bass Trombonist, student of Richard Erb.

## SPECIALIZED SKILLS & ACHIEVEMENTS

- Fluent in English and French
- Fluent in spoken Hungarian and conversationally capable in Spanish
- Proficient across common workplace software platforms including ERP and individual applications
- Creator of the Frank Harmantas Trombone Scholarship at the University of Toronto in 2004, the first fully endowed Trombone scholarship in Canada
- Commissioner of Canadian Music including, Concerto for Bass Trombone by Elizabeth Raum, premiered by me with the Brampton Symphony in 2009
- An avid traveller with a keen, ongoing interest in exploring world culture, cuisine, with a particular love of cooking Indian food. #DosaAnyone?
- Absolutely nailed the execution of a 6-layer, vanilla rainbow Unicorn cake for niece's 5th birthday in April 2022 (photos available upon request)

## ORCHESTRAL CURRICULUM VITAE

### Experience

- 2012-2006 •Bass Trombonist with the Brampton Symphony
- 2011 •Invited to play with North Bay Symphony
- 2009 •Soloist for commissioned concerto by Elizabeth Raum with the Brampton Symphony
- 2009-2006 •Faculty at Lawrence Park Collegiate Fall Training Camp
- 2009-2005 •Faculty at Etobicoke Youth Band Fall Training Camp
- 2007 •Masterclass given at Queen's University
- 2007, 2005-04 •Invited to perform and record with the Thunder Bay Symphony Orchestra
- 2007-2006 •Invited to perform with Etobicoke Philharmonic Orchestra
- 2005 •Invited to perform with the Vancouver Symphony Orchestra
- 2005 •Principal organizer for the Frank Harmantas endowed scholarship for Trombonists at U of T.
- 2004 •Organized and conducted brass orchestral reading sessions with students from U of T and the Glenn Gould School.
- 2004-2002 •Invited to perform with the Kamloops Symphony
- 2003-2001 •Assistant Conductor of Vancouver Philharmonic Orchestra (position won by audition – 2 year position)
- 2003 •Invited to perform Rite of Spring with Glenn Gould Professional School Orchestra in Toronto
- Accepted into the National Youth Orchestra of Canada (position won by audition)
- Trombonist for production of Sound of Music at Gateway theatre, Richmond, BC
- Invited to perform with the Burnaby Symphony Orchestra
- Invited to perform with the Okanagan Symphony
- 2002 •Conducted Franck Symphony in D minor, in concert with Vancouver Philharmonic Orchestra
- Co-founder and Conductor of Vancouver Orchestral Training Society
- Conductor for recitals at University of British Columbia
- Trombonist for production of OLIVER! at Gateway theatre, Richmond, BC
- 2002-01, 2000-99 •Member of Vancouver Academy of Music Orchestra (position won by audition)
- Member of West Coast Symphony
- 2002-1999 •Member of National Youth Orchestra of Canada (position won by audition)
- 2002-1997 •Member of Vancouver Philharmonic Orchestra (position won by audition)
- 2002, 2001 •Invited to play with Vancouver Island Symphony Orchestra
- 2000 •Invited to perform in the Toronto Symphonic Brass
- Invited to participate in the Marrowstone Music Festival, in Port Townsend, WA, USA
- Tour of Southern Alberta with '1 Tromboni' Trombone quintet
- Solo recital in Toronto with University of Toronto Trombone choir members
- Solo Recital at University of British Columbia
- 2000-1998 •Conductor/Instructor of Royal Canadian Air Cadet 767th Squadron Marching/Concert Band, in Surrey, BC
- 1999 •Sessions with Vancouver Academy of Music Brass Choir
- Solo Recital in Vancouver at University of British Columbia
- Conductor in Recitals at University of British Columbia

### Education

- 2004-2003 •Student of Jeffrey Hall, Bass Trombonist of Toronto Symphony Orchestra, at University of Toronto
- 2002-1994 •Student of Douglas Sparkes, Bass Trombonist of Toronto Symphony Orchestra, Vancouver Symphony Orchestra, CBC Vancouver Orchestra
- 2002-1996 •Practical instruction at University of British Columbia from Gordon Cherry, Principal Trombonist of Vancouver Symphony Orchestra and CBC Vancouver Orchestra
- 2002-1999 •Student of Richard Erb, Bass Trombonist of Louisiana Philharmonic Orchestra, instructor at National Youth Orchestra of Canada
- 2001 •Bachelor of Music degree conferred by University of British Columbia
- 1999 •Masterclass with Peter Ellefson, Second Trombonist of Seattle Symphony
- 1998 •Masterclass with Gene Watts of Canadian Brass
- 1996-1995 •Student of Jeffrey Hall, Bass Trombonist of Toronto Symphony Orchestra
- 1995-1994 •Student of Herb Poole, Bass Trombonist of Canadian Opera Company and Hannaford Street Silver Band