



Asia Ciaravino, CEO, Public Theatre

Asia Ciaravino is a force for positive change and transformation in the world of nonprofit management. With 25 years dedicated to community-driven organizations, Asia brings a unique blend of passion, strategic leadership, and artistic flair to every adventure.

Asia holds a Master's Degree in Nonprofit Management and a Bachelor's Degree in Theatre, a combination that reflects her commitment to marrying the arts with effective organizational leadership. This solid arts education has equipped Asia with the ability to envision end products, develop strategic leadership skills, collaborate effectively within teams, and, most importantly, be an exceptional listener.

Asia's strengths lie in culture development, strategy, revenue diversification, program creation and execution, marketing/branding, fundraising, and production across various mediums, including theatre, concerts, events, and television.

Career Highlights:

Magik Children's Theatre: Asia rebranded the theatre, acquired the Shakespeare Festival, and spearheaded the development of the Shakespeare Speaks Educational Program. Her versatility was showcased through her participation in over 15 shows as an actor.

CE Group: Asia produced headlining concerts, managed live TV events, and played a pivotal role in major projects like Final Four 2008's Big Dance, Texas Medal of the Arts, and HEB grand openings and conferences across the state. Her leadership skills shone through managing large teams.

Our Lady of The Lake University: Asia left an indelible mark by redesigning the alumni brand, revitalizing communications, and orchestrating the reopening of the Main Building post a devastating fire.

Classic Theatre of San Antonio, Executive Director: As the Co-Founder, Asia developed the brand, website, collateral material, price structure, bylaws, educational program, SOPs, budget, fundraising

strategy, and marketing strategy, establishing Classic Theatre as a cultural cornerstone in the community.

The Public Theatre (Playhouse SA), CEO: Asia's transformative leadership rebranded the organization, restructured the org chart, increased donor giving by 50%, doubled the operational budget in three years, eliminated a \$500,000 debt, and significantly expanded educational program participation and cultural impact.

Asia Ciaravino's journey is a testament to her commitment to creating impactful, sustainable change through the power of the arts and effective nonprofit management. As she continues to lead and inspire, the future of community-driven organizations is undoubtedly brighter with Asia at the helm.