SAN FRANCISCO SYMPHONY
MICHAEL TILSON THOMAS • MUSIC DIRECTOR

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## SAN FRANCISCO SYMPHONY APPOINTS RUSSELL KELBAN AS CHIEF MARKETING DIRECTOR

**San Francisco, March 3, 2014** – The San Francisco Symphony (SFS) has appointed Russell Kelban as its Chief Marketing Director, SFS Executive Director Brent Assink announced. Effective today, Kelban joins the Symphony's senior management team, with broad oversight of all aspects of the customer experience, encompassing marketing and sales, patron and ticket services, front-of-house, and retail operations.

Kelban most recently served as Senior Vice President of Marketing for Paramount Home Media Distribution where he was responsible for the marketing of new releases and catalogue titles across traditional and digital platforms. Kelban brings to the Orchestra 25 years of experience in marketing and sales, advertising, and brand strategy. Previously, he held similar positions at several major entertainment studios, including: Universal Pictures, The Walt Disney Company, and Turner Broadcasting. In addition, Kelban has held senior marketing roles at Bay Area high-tech companies including Macromedia and Autodesk.

"Russell's broad range of experience in the fields of marketing and digital engagement in the entertainment industry makes him an ideal person to lead the integration and growth of our strategic marketing activities in this exciting time for the Orchestra," said Brent Assink. "I look forward to working with Russell to expand and enhance the experience we provide to audiences of all ages."

Russell Kelban holds an MBA from the University of Southern California and BA in Political Science from UCLA.

For further press information, please contact the SFS Public Relations Department at 415-503-5474.

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