



Kevin Giglinto

Vice President for Strategy and Special Initiatives
Chicago Symphony Orchestra

Kevin Giglinto joined the Chicago Symphony Orchestra Association's staff in 1999. Serving first as the organization's Director of E-Commerce, Mr. Giglinto's efforts to build the CSO's original Web site—cso.org— and now it's most recent generation, added significant online capabilities and more than quadrupled Web sales in the site's first year. Today, online sales represent over 40% of total revenue versus less than 1% prior to the original site's launch.

Mr. Giglinto served as the Association's Vice President for Sales and Marketing from 2003 to 2012, with the primary responsibility of developing and implementing broad-based marketing strategies for the CSO and Symphony Center as well as the supervision of all ticket sales, customer service and retail operations.

As Vice President for Strategy and Special Initiatives, Mr. Giglinto continues to serve as a member of the Association's senior management team and is responsible for implementing long-term strategic initiatives and for structuring and managing the delivery of the organization's overarching long-range plan. His role also focuses on providing critical evaluative research and development, as well as information analysis associated with the institution's long-term initiatives in areas surrounding: maintaining and elevating the CSO's international reputation, strengthening audience development efforts, and deepening the Association's engagement with the broader Chicago community and beyond.

Mr. Giglinto also serves as Chairman of the Board for the Tessitura Network, a non-profit technology and services company owned and governed by its users. The network's membership includes many of the leading cultural and arts organizations across the globe.

Prior to joining the CSO, Mr. Giglinto's previous experience includes positions as E-Commerce Marketing Analyst for CNA Financial Corporation and Account Director at TMP Worldwide Advertising & Marketing. In addition, he served as a Business Development Advisor for the U.S. Peace Corps in Romania, as well as the In-Country Project Director for Washington State University's Business Development Project in Romania. He received a Bachelor of Science degree in Business Administration with a specialization in Marketing from Marquette University, and an MBA from Loyola University Chicago.