

RACHEL GROSSMAN

(202) 210-8847

iamabigeyedfish@gmail.com

abigeyedfish.com

@rgindc

CURRENT EMPLOYMENT

ARTS MARKETING ASSOCIATION UK London, UK

Audience Diversity Academy Mentor

July 2016 - Present

- Coached senior-level arts managers (called “Fellows”) from arts, cultural, and humanities organizations in the UK through organizational change processes rooted in diversifying audiences.
- Worked with 10 organizations over the three Academy cohorts, ranging from renowned West End theatres, to multi-site literary workshops, to decentralized rural contemporary arts gallery.
- Advised on initiating and navigating conversations about diversity with support staff, executive staff, and board.
- Taught processes for exploring systemic problems and tackling long-term goals with short-term tactical experiments, including creating realistic metrics for success and tools to measure progress.
- Collaborated with AMA-UK staff to refine program materials and improve communication between Mentors.
- Created blog and vlog posts; hosted webinars on content assigned by Arts Marketing Association.

DOG & PONY DC Washington, DC

Producing Artistic Director (“Ensemble Director”)

January 2016 – June 2019

Organizational Advancement Director (“Ringleader”)

April 2008 – December 2015

- Co-founded the company and shepherded the operating budget growth from \$5,000 to \$249,000.
- Conceived dog & pony dc’s guiding artistic principle “audience integration,” evolved its incorporation into every facet of company operations, and proliferated it nationally to artists, administrators, and educators.
- Executive produced 20 new plays and interactive experiences devised by ensembles ranging 5 to 150+.
- Led the devising for and directed the company’s most celebrated shows: *Courage*; *Beertown*; *Peepshow*.
- Launched dog & pony dc’s national touring arm, including the distinguished Off-Broadway run of *Beertown* at 59E59 Theaters and *A Killing Game* at Cleveland Public Theatre.
- Started *Beertown Takes America* project, resulting in 3 community-specific adaptations of the original play *Beertown* in different cities across the country and the creation of new play *Beachtown* by Herbert Siguenza with Rachel Grossman at San Diego REP.
- Developed collaborations with theatre companies and arts and culture organizations including: San Diego REP, Honolulu Theatre for Youth, Lincoln Center Theatre Director’s Lab, Omaha Playhouse, Raleigh Little Theatre, Gallaudet University, Catholic University of America, National Building Museum, DeafBlind Theatre Institute, Arena Stage, Round House Theatre, and Woolly Mammoth Theatre Company.
- Created flexible producing models responsive to audience-integration devising processes and plays. Evolved models to incorporate diversity and inclusion values, and specific needs of a hearing and Deaf ensemble.
- Initiated dog & pony dc’s equity and inclusion journey, resulting in a radical, positive culture shift and impacting everything from contract language to rehearsal room behavior.
- Oversaw the transition of dog & pony dc from being “exclusively hearing” to a “mixed hearing and Deaf” company, offering programming 100% inclusive of Deaf artists and accessibility to Deaf participants.
- Secured competitive grants from local and national private and government bodies including: \$100,000 gift from DC Commission on the Arts and Humanities Innovate DC initiative; \$60,000 gift over three years from Weissberg Foundation’s Fund for Diversity in Theater; \$10,000 gift from the National Endowment for the Arts.

RACHEL GROSSMAN

(202) 210-8847

iamabigeyedfish@gmail.com

abigeyedfish.com

@rgindc

PRIOR EMPLOYMENT

WOOLLY MAMMOTH THEATRE COMPANY Washington, DC

Connectivity Director

January 2010 – November 2011

- Created “connectivity” as a result of the theatre’s strategic goal to reconceive its audience outreach.
- Interrogated the theatre’s relationship with its audience, strengthened the theatre’s community, and shaped a unique body of work while serving as the first Connectivity Director.
- Led cross-departmental and cross-constituent teams in “designing audiences” for 8 productions: identified show-specific micro-communities to connect with; developed strategies for personally integrating them into auxiliary programming; managed program implementation; deepened and evolved relationships following each show’s end.
- Led cross-constituent teams in creating and implementing auxiliary programs for current audiences and each show’s “designed audience,” including: pre- and/or post-show activities and special events; arts, culture, humanities, and science installations in the lobby; curated performances; art exhibits; social justice forums; off-site events; podcasts; blog posts; social media micro fundraising efforts.
- Increased Woolly’s civic and social participation throughout the greater DC area, positively changing the theatre’s presence and perceived accessibility throughout the city.
- Refined the hosting of current audiences as well as new audiences and non-traditional theatregoers; strategies developed with Marketing and Communications, Production, and Front of House.
- Expanded opportunities for Woolly to promote local theatre practitioners, administrators, organizations, and audiences; including use of space, professional development, community playbuilding, conferences.
- Created opportunities for current audiences and the general public to have direct access to artists working on productions through intimate, authentic interactions.
- Managed Woolly’s Internship program, including: recruitment and hiring, supervision and evaluation; creating professional development opportunities.

ROUND HOUSE THEATRE Washington, DC

Director of Education & Outreach

August 2005 - May 2009

- Oversaw the operations, planning, marketing, and staffing for a broad range of in-school and community-based programs annually serving 40,000 patrons.
- Created *Intersections*, an in-school residency program based in Maryland State Dept. of Education curriculum providing theatre-based strategies for reading, serving over 700 Montgomery County 3rd–12th graders.
- Engaged in strategic planning process, leading the creation of a quarter of the 5-year plan.
- Member of core season planning team for 5-show season, including project development for the Kitchen (a theatre laboratory for local artists) and artistic partnerships for the black box theatre.
- Managed the creation and distribution of all marketing materials and advertising for Education & Outreach Programs, including brochures, postcards and flyers, emails, and website.
- Identified education-related funding opportunities, wrote grants, and participated in fundraising events. Co-lead—with Director of Development—annual fundraising Canada Theatre Trip for 3 summers.

THE SHAKESPEARE THEATRE COMPANY Washington, DC

Community Programs Manager

June 2001 – August 2004

- Oversaw Education Department’s Community Programs including the *SE Project*, a three-tiered afterschool theatre program for students grades 4-12 living or attending school in Southeast D.C., and *SHAKESPEARIENCE*, the student matinee program for D.C., MD and VA public school students.

RACHEL GROSSMAN

(202) 210-8847 *iamabigeyedfish@gmail.com* abigeyedfish.com @rgindc

- Created program curriculum, evaluation plans, workshop lesson plans, and assessment tools utilizing “Understanding by Design” approach and outcomes-based evaluation models.
- Supervised staff of ~10 teaching artists, interns and youth-mentors.
- Pursued and maintained community partnerships with public schools, charter schools and community organizations.
- Assisted with development of *First Folio: Teacher Curriculum Guides* and served as copy-editor; researched and wrote articles and activities.
- Served as community representative to neighborhood collaboratives and local business associations.
- Served on the theatre’s Safety Committee and as an American Red Cross Authorized Provider training 50 employees annually.

ARENA STAGE Washington, DC

Assistant Director of Education

June 2000 – June 2001

Education Associate

August 1999 – June 2000

- Co-designed programs including *DC Ticket Partnership* and *Student Playwrights Project*; co-created Community Engagement division.
- Acted as primary departmental contact to schools, community members and partnering organizations.
- Expanded subscription series *Kidsplay*, linking youth activities to productions and including family workshops.
- Developed special partnerships with Deaf schools in DC metropolitan area.
- Oversaw creation and production of all Education and Community Engagement marketing materials and publications in conjunction with Communications Department.
- Assisted in developing departmental budget; tracked project lines.
- Prepared grant applications and reports with Development Department.

AWARDS

DC COMMISSION ON THE ARTS & HUMANITIES Washington, DC

- Arts and Humanities Fellowship Award FY18, FY16, FY15
- Individual Artist Projects, Events Festivals Award – *Nice & Lily* workshop FY17

WESTERN STATES ARTS FEDERATION (WESTAF) Denver, CO

- Arts Dinner-vention II 2014

AFFILIATIONS

HOWLROUND THEATRE COMMONS Boston, MA

- National Advisory Council Member 2012 - 2017

INTERACTIVITY FOUNDATION Washington, DC

- Art, Society & Public Policy Panel 2012 - 2014

THEATRE WASHINGTON Washington, DC

- Helen Hayes Awards Judge (play panel) 2005 –2008

RACHEL GROSSMAN

(202) 210-8847

iamabigeyedfish@gmail.com

abigeyedfish.com

@rgindc

PRESENTATIONS, WORKSHOPS

THEATRE COMMUNICATIONS GROUP New York, NY

- Conference Co-Facilitator – “Anti-Racism for White People: Understanding Systems” 2018
- Conference Co-Facilitator – “Why is it hard for me to talk about race?” 2017
- Conference Planning Committee Member; Chair of Community Engagement Sub-Committee 2016
Conference Discussion Panelist – “Deaf Theatre”
- Audience (R)evolution Convening Workshop Presenter – “Using New Tech Tools & Social Media” 2015
Conference Workshop Presenter – “Artistically-driven Audience Engagement Techniques”
Conference Facilitator – “Self-Care for the Angry Activist”
- Conference Presenter – “Immersive Theatre & Audiences” 2014
Conference Facilitator – “Solving Next General Problems”
Conference Co-Facilitator – “White Justice Affinity Group”
- Conference Discussion Panelist – “Audience Engagement in Theatre” 2012
- Fall Forum Planning Committee (*first ever Education Director*) 2007

ARTS MARKETING ASSOCIATION UK London, England

- Conference Presenter – “Eff-Up the Pop-Up” 2016

NATIONAL ARTS MARKETING PROJECT Washington, DC

- Conference Presenter – “Making the Movement,” “Eff-Up the Pop-Up,” “Get Over Yourself” 2015
- Pre-Conference Workshop Leader – “Playing in the Deep End of Audience Engagement” 2014
Conference Convener/Moderator – “Creating the Next New Thing Now”
- Pre-Conference Workshop Leader – “Step It Up: Advancing Your Audience Engagement” 2013

NETWORK OF ENSEMBLE THEATRES Los Angeles, CA

- Workshop Leader – Intersections: Ensemble+University Symposium – “The Audience Completes Our Ensemble: a primer on Audience Integration and Connectivity” 2014
- Conference Co-Facilitator – MicroFest Honolulu (1 of 3 with Michael Rohd & Daniel Banks) 2013
Session Facilitator – MicroFest New Orleans – “Ensemble Theatre and the Environment”

GRANTS PANELS

ANIMATING DEMOCRACY / AMERICANS FOR THE ARTS Washington, DC

- Johnson Fellowship in the Arts (*theatre*) 2018

GREATER WASHINGTON COMMUNITY FOUNDATION Washington, DC

- The City Fund (arts panel) 2015

THEATRE COMMUNICATIONS GROUP New York, NY

- Think It! / Do it! 2013

NATIONAL ENDOWMENT FOR THE ARTS Washington, DC

- ArtsWork (Theatre and Musical Theatre) 2011

RACHEL GROSSMAN

(202) 210-8847

iamabigeyedfish@gmail.com

abigeyedfish.com

@rgindc

EDUCATION

KENYON COLLEGE Gambier, OH

BA, *cum laude*

May 1998

PROFESSIONAL DEVELOPMENT (select recent)

PEOPLE'S INSTITUTE FOR SURVIVAL AND BEYOND New Orleans, LA

- Undoing Racism

September 2018

EQUITY, DIVERSITY, INCLUSION INSTITUTE w/ TCG New York, NY

- Cohort 2 Member

June 2016 – November 2018

GALLAUDET UNIVERSITY Washington, DC

- American Sign Language (*level 4*)
- American Sign Language (*level 3, online course*)

July 2018

Spring 2017

PRACTICE MAKES PROGRESS Washington, DC

- Preventing Gender Fender Benders

November 2017

SOJOURN THEATRE/CENTER FOR PERFORMANCE & CIVIC PRACTICE Tempe, AZ

- Devising Civic Theatre: Performance, Social Practice & Dialogue

July 2012

RACHEL GROSSMAN

(202) 210-8847

iamabigeyedfish@gmail.com

abigeyedfish.com

@rgindc

DEVISING/PLAYWRITING

<i>The Gift</i> (working title, co-written with Tosin Olufolabi)	
<i>Nice & Lily</i> (workshop phase, dir. Danielle Drakes)	
<i>Beachtown</i> (co-written with Herbert Siguenza)	San Diego REP
<i>Peepshow*</i>	dog & pony dc
<i>Party On*</i> (Shakespeare without Sight & Sound)	dog & pony dc @ Gallaudet University
<i>DISCOVERED!: the amazing untold story of Catenarians*</i>	dog & pony dc @ National Building Museum
<i>Seven Ages: your life thru the senses*</i> (multisensory Shakespeare)	dog & pony dc @ Gallaudet University
<i>Beertown: the 21st Quinquennial*</i>	dog & pony dc
<i>ICEBERGSDC Adventures*</i>	dog & pony dc @ National Building Museum
<i>Squares*</i>	dog & pony dc
<i>Toast*</i>	dog & pony dc
<i>A Killing Game</i>	dog & pony dc
<i>Beertown</i>	dog & pony dc
<i>Courage</i>	dog & pony dc
<i>Separated at Birth</i>	dog & pony dc
<i>Bare Breasted Women Sword Fighting</i>	dog & pony dc
<i>PUNCH—that's the way we do it!</i>	dog & pony dc
<i>When World's Collide</i> (based on <i>A Midsummer Night's Dream</i>)	Shakespeare Theatre Company
<i>You Think You Know Me</i> (based on <i>Richard III</i>)	Shakespeare Theatre Company
<i>Viva La Verona</i> (based on <i>Romeo & Juliet</i>)	Shakespeare Theatre Company

DIRECTING

<i>The Diary of Anne Frank</i> (February 2020)	The Rose Theatre
<i>Peepshow*</i>	dog & pony dc
<i>God, Man, and Devil</i> (developmental workshop)	Theatre J
<i>Beachtown</i> (associate; dir: Sam Woodhouse)	San Diego REP
<i>DISCOVERED!: the amazing untold story of Catenarians*</i>	dog & pony dc @ National Building Museum
<i>Beertown: the 21st Quinquennial*</i>	dog & pony dc
<i>ICEBERGSDC Adventures*</i>	dog & pony dc @ National Building Museum
<i>Beertown</i>	Raleigh Little Theatre
<i>Beertown</i>	Know Theatre of Cincinnati
<i>Beertown</i>	Omaha Playhouse
<i>Toast</i> (co-directed)*	dog & pony dc
<i>Beertown*</i>	dog & pony dc
<i>Just a Dream</i>	Adventure Theatre
<i>Courage – a political theatre revival</i>	dog & pony dc
<i>Full Circle</i> (assistant; dir: Michael Rohd)	Woolly Mammoth Theatre Company
<i>Blood and Menthol</i>	Source Festival
<i>Dracula</i> (mentor)	Round House Theatre Sarah Play
<i>Holes</i>	Adventure Theatre
<i>Cyrano</i> (mentor)	Round House Theatre Sarah Play
<i>The Trojan Women</i>	Referendum: Political Arts Collective
<i>The Burial at Thebes</i> (mentor)	Round House Theatre Sarah Play
<i>The Importance of Being Earnest</i>	Round House Theatre Heyday Players
<i>The Crucible</i> (mentor)	Round House Theatre Sarah Play
<i>Magic Island Home</i>	CENTERSTAGE Young Playwrights Fest.
<i>Henry V</i>	Shakespeare Theatre Co. Camp Shakes.
<i>The Tempest</i>	Shakespeare Theatre Co. Camp Shakes.
<i>The Two Gentlemen of Verona</i>	Shakespeare Theatre Co. Camp Shakes.

RACHEL GROSSMAN

(202) 210-8847

iamabigeyedfish@gmail.com

abigeyedfish.com

@rgindc

PERFORMING

<i>DISCOVERED!:amazing story...*</i>	Ensemble	dog & pony dc @ National Building Museum
<i>Squares*</i>	Rachel	dog & pony dc
<i>Toast*</i>	Morgan Pitt	dog & pony dc @ Louisiana State Univ.
<i>A Killing Game</i>	Miss Purple	dog & pony dc @ Cleveland Public Theatre
<i>A Killing Game</i>	Miss Black (originated role)	dog & pony dc
<i>Beertown</i>	MJ (originated role)	dog & pony dc
<i>Separated at Birth</i>	Clown ("Ray of Sunshine")	dog & pony dc
<i>Full Circle</i>	U/S Student Chorus	Woolly Mammoth Theatre Company
<i>Bare Breasted Women Sword Fighting</i>	Bare Breasted Woman	dog & pony dc
<i>Cymbeline</i>	Performing Ensemble	dog & pony dc
<i>The Burial at Thebes</i>	Ismene	Referendum: Political Arts Collective
<i>Five Frozen Embryos</i>	Female 2	Referendum: Political Arts Collective
<i>Company Member</i>	<i>1999, 2000, 2001 Seasons</i>	<i>DC Playback Theatre</i>
<i>Hamlet</i> (staged reading)	Rosencranz, Ensemble	Shakespeare's Sistah
<i>New Times</i> (staged reading)	Molly Hargrove	CENTERSTAGE
<i>Rapunzel</i>	Rapunzel's Mother	Magic Circle Children's Theater
<i>Ezigo, the Spirit Child</i>	River Spirit, Objange	Magic Circle Children's Theater
<i>Ramona Quimby</i>	Aunt Bea	Magic Circle Children's Theater
<i>The Brehmantown Musicians</i>	Donkey	Dutchess County Children's Theater

SPECIAL SKILLS

Fluent American Sign Language; Experience in ASL-to-English/English-to-ASL text translation; Movement; Clown; Improvisation; Stage Combat (hand-to-hand); Shakespeare text analysis

TRAINING

Movement Theatre; The Actor & The Ensemble; Bouffon
From Text to Stage
Walking and Talking Shakespeare

The Center w/ Dody DiSanto
QuestFest / Towson University
Univ. of Missouri Kansas City

* indicates mixed hearing & Deaf casts and/or mixed English & ASL scripts