

CHERYL DENNIS

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ENTERTAINMENT INDUSTRY LEADER GENERAL MANAGER, PRODUCER & BROADWAY THEATRE MANAGER

Profit and revenue growth-minded executive with deep experience across Broadway theatre management, creative/company management, and show production resulting in 360-degree industry insight.

Earned reputation for tenacity in problem-solving, ability to structure first-of-a-kind, creative deals with high returns on investment, and for improving operations, profitability, and revenue generation.

Trusted cross-functional team leader who instills customer-centric, enthusiastic, and high-energy approach resulting in elevated performance and customer experience.

CORE SKILLS

Operations Leadership
Innovative Deal Structuring
Contract Negotiations
Team Leadership & Development
Multimillion-Dollar Budget Ownership
Profitability & Revenue Growth
VIP Event Planning & Execution

CAREER HISTORY

CIRCLE IN THE SQUARE

2009 to Present

General Manager

Initially recruited as House Manager before earning promotion to General Manager for one of the last independently owned **theatres on Broadway**. Report directly to the theatre owner and the COO and oversee up to **125 staff** (crew, security, concessions, box office, and front of house staff). Own full P&L for shows (**\$25M+ in annual revenue**), oversee finance, payroll, and day-to-day operations, and represent management in all creative and production planning.

- Improved profitability for weekly shows by implementing expense tracking reports, reducing expenses through creative problem solving, and adding additional services and amenities for shows to command higher rental fees.
 - Increased premium ticket sales after developing a champagne table service to increase demand and value.
 - Saved up to \$200K in annual spending** by identifying opportunities to reduce staff headcount.
- Catapulted sales by 10X** and elevated **profitability by 100%** for concessions by overhauling pricing to industry benchmarks, implementing additional payment and pre-ordering capabilities, developing specialty menu items and merchandise, adding satellite bars throughout the venue, and changing legacy policies that limited sales.
- Ideated new revenue stream by opening up previously unused spaces to hold unique, creative events resulting in elevated profile for the theatre and increased revenue.
 - Enabled hosting of **1300-person Tony Awards voter party** that was previously thought to be impossible.
 - Held high-profile events with previously untapped markets by securing contracts with major sports leagues, VIP public figures, and others as a new venue of choice.
- Liaised with VIP guests, public figures, the Secret Service, and other high-profile individuals when attending shows.
- Navigated through the Covid-19 pandemic** including implementing a payroll process to maximize eligibility for PPP loan forgiveness, identifying possibilities to recoup losses through Federal Pandemic Assistance like employee retention credits and the Save our Stages Act, monitoring regulations and safety protocols, and communicating with employees.
- Turned around culture** to become “the nicest house on Broadway” according to attendees by re-training and hiring with a focus on a customer-centric level of service.

Cheryl Dennis Productions

2009 – Present

Owner / General Manager / Producer

Launched and lead boutique general management firm to manage shows independently. Directed all business development, partnership management, investor relations/fundraises, and creative vision for theatre productions (on and off-Broadway). Create and manage **budgets up to \$10M** and lead creative teams in the development of creative concepts, define and coordinate production needs, and execute high-quality productions.

Broadway & Off-Broadway Productions: *Turn Me Loose, White Rabbit/Red Rabbit, Rinse Repeat, I’m not a Comedian, I am Lenny Bruce, Popcorn Falls, and Treasure Island*

- Oversee all legal, financial, logistical, and administrative efforts for shows from concept to production, including IP acquisition, business entity establishment, contract licenses and royalties, rights, and creative agreements.
- Earned reputation for **brokering creative deals, negotiating unique contracts, and finding new ways to get things done** resulting in more revenue, increased reach, and higher returns on investment.
- Secured partnerships with non-profit theatre companies resulting in new revenue via co-productions.
- Led negotiations for all contracts (principal, cast, crew, creative team, vendors) and drove business and creative licensing.
- **Earned higher ROI for limited run of “Turn Me Loose”** after structuring a commercial deal for producers to retain full ownership by skipping the traditional non-profit run; **success of the show led to 2 Broadway opportunities.**
- **Managed critically acclaimed “White Rabbit, Red Rabbit”**, an innovative concept production performed by a different celebrity each night reading it for the first time including Nathan Lane, Whoopi Goldberg, Martin Short.
 - **Delivered 150% of the initial investment** after securing deals to share theatre space with another production and advising on pricing scale for tickets.
- Developed virtual event for theatre with an A-list celebrity cast; currently seeking partnerships with streaming services.

Various Broadway Shows

2000 – 2006

Broadway Company Manager

Oversaw all aspects of production, logistics, marketing, and financial operations for **20+ productions** (award-winning Broadway and off-Broadway shows). Owned up to **\$5M budgets per show** and represented the executive management team in all creative and production meetings. Led actor and creative staff relations and managed union compliance.

Broadway Productions: *Barefoot in the Park, Steel Magnolias, Souvenir, Frozen, ‘night Mother, Golda’s Balcony, Russel Simmons’ Def Poetry Jam on Broadway, Metamorphoses, and True West.*

Off-Broadway Productions: *Our Lady of 121st Street, Tick, Tick Boom, Passion Play, Jesus Hopped the A Train, Altar Boyz, and The Last Five Years.*

- Served as point person handling difficult situations and personalities, interfaced with high-level VIPs, and established relationships with top theatrical agencies and unions.
- Created branding, PR, and promotion/advertising for each show, as well as branded merchandise for VIP gifts.
- Organized press events including appearances on Good Morning America and at the Tony Awards.
- Established metrics and tracking mechanisms to forecast revenue, boost ticket sales, and optimize pricing.

EDUCATION

Bachelor of Arts (BA) in Theatre

FORDHAM UNIVERSITY

COMMUNITY & BOARD LEADERSHIP

The Private Theatre Corp, Member of the Board (Current)

Fordham University Alumni Theatre Department, Member of the Board (Past)

AWARDS & HONORS

Produced, managed, or served as Broadway company manager for shows that earned awards including: Tony Awards, Lortel Awards, Outer Critic Circle Awards, Drama League Awards, Broadway World Awards, and Grammys

ADDITIONAL INFORMATION

Broadway Women’s Alliance (Member)

Off-Broadway League (Member)

Speaker for Fordham University, Stella Adler Studios & Primary Stages Theatre