

Dear Sir/Madam:

Thank you for this opportunity to introduce myself. To put it simply, I bring order to chaos. My 8-year-old son calls me a fixer; so do the hundreds of individuals with dozens of for- and non-profit organizations I've had the pleasure of working alongside. I'm process-driven, as well as driven to develop processes for organizational success. A writer, a poet, a musician with an intimate understanding of the organization as art and an innately lyrical approach to its craft, I'm intensely curious, a rigorous researcher, a strategic thinker and, most of all, a *doer*. There is no achievement without *both* ideation and execution.

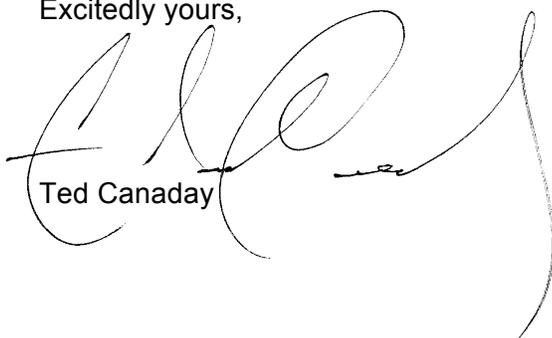
Since 2010, I've had the exciting opportunity through the University of Maryland's DeVos Institute of Arts Management program to work directly with and gain invaluable advice and feedback from both its chairman, Michael Kaiser, former President of the John F. Kennedy Center for the Performing Arts in Washington, D.C. where the institute was founded, and its president, Brett Egan, who leads the institute's programs and projects on six continents. The Institute and its leadership, with experience in both the for- and non-profit sectors, provide training, consultation, and implementation support for arts managers and their boards. This association has elevated my work, and what I am able to offer regardless of the industry.

There is perhaps no better descriptor for what I am than that of an *intrapreneur* – one who works to bring out the inherent greatness within an established entity through creativity, innovation, and developmental dynamism. Never settling, my "intrapreneurial" mindset is driven towards full engagement in helping an organization achieve mastery of its market – and itself.

My experiences – from bootstrapping entrepreneurial start-ups, to managing a major cultural institution's marketing and development, to making music for over two decades – have gifted me with skills, expertise, and a holistic organizational understanding that are worthy of your consideration.

Truly, creativity *is* a virtue. I look forward to doing great things with you.

Excitedly yours,

  
Ted Canaday

# Edward (Ted) Canaday

MARKETING, COMMUNICATIONS & STRATEGIC DEVELOPMENT EXECUTIVE

(248) 225-2995

[tedcanaday@gmail.com](mailto:tedcanaday@gmail.com)

[www.firesigncreative.com](http://www.firesigncreative.com)

[linkedin.com/in/tedcanaday](https://www.linkedin.com/in/tedcanaday)

---

It's not often one finds creative talent of artistic caliber balanced by an executive sense of strategy, organizational intelligence and innate leadership ability. Ted Canaday has proven, however, that these qualities can co-exist and, when fueled by a fiery passion for excellence and mission-centric dedication, create results that are far greater than the sum of their parts.

Ted is a member of Crain's Detroit Business 40 Under 40 Class of 2008 who's successfully wedded his relentless creativity with practical business knowledge and experience, working intimately in all aspects of creative production as well as successfully leading employees, departments and a start-up company. Managing creative talent and resources is a particular skill, as is applying the attitude and entrepreneurial engagement of an "intrapreneur" to established organizations.

Currently the chief marketing & communications officer for the Charles H. Wright Museum of African American History, Ted is responsible for strategy and execution of marketing and communications for the world's largest institution of its kind. His accomplishments include spearheading a yearlong 50<sup>th</sup> anniversary campaign resulting in record museum attendance; earned media coverage in The New York Times, The Washington Post, The Wall Street Journal, CNN, TIME, and NPR; the thirty-fold growth of the museum's social media audience to over 60,000 users; participation as core member of the development and implementation team for a gala program responsible for raising \$1 million annually; and the evolution of and improvement in standards of quality, rhythm and consistency across the museum's marketing channels despite streamlined staff and resources.

Prior to the museum, a "passion project" for one who always had an interest in non-profit service, Ted was a founding partner of Elemental Detroit, a web and new media design firm whose clients included Compuware, Deloitte, and Delta Dental. Elemental was the recipient of the 2008 Crain's Detroit Small Business Award for Social Entrepreneurship for the development of *Deep Canvas*, a social network for Detroit's creative class.

A Detroit-born and bred musician, Ted has logged over 500 gigs and appeared on close to 20 musical releases. He's worked most recently as producer and guitarist for Detroit's *Black Bottom Collective*, who've shared stages with Stevie Wonder and Mos Def; been featured in Rolling Stone; and are 8-time winners of the Detroit Music Awards, including the 2008 DMA for Outstanding Hip-Hop Recording in collaboration with Grammy award-winning producer Don Was (*Rolling Stones*, *Bob Dylan*, *George Clinton*, *John Mayer*), currently president of Blue Note Records.

In addition to his professional and artistic pursuits, Ted has served on the boards of directors for the Troy Chamber of Commerce and Wayne State University's College of Fine, Performing & Communication Arts Alumni Association, and the M-1 RAIL communications advisory board and Focus: HOPE - Eleanor's Walk for Hope steering committees. Ted has been actively involved in the University of Maryland's DeVos Institute of Arts Management program since 2010.

Ted lives with his wife Charli and their two sons in Southfield, Michigan. In his free time he enjoys escaping civilization through wilderness adventure, primarily backpacking and kayaking at his self-described "favorite place on Earth," Michigan's Isle Royale National Park.

## SUMMARY

- "Intrapreneurial" leader with expertise in strategic planning, creative direction, team building, and integrated marketing communications that build awareness, engage audiences, and increase revenues
- Blends in-house talent with outsourced expertise to balance resources and increase competencies
- Provides hands-on leadership and direction in developing and implementing strategies and tactics
- Keen understanding of creative and technical processes, resources and operations
- Effective communicator who uses clear and compelling language to engage senior management, staff, media, and the general public

DYNAMIC. DRIVEN. CREATIVE. INNOVATIVE. PASSIONATE. PROFESSIONAL. UNCONVENTIONAL.

## SPECIALTIES

Marketing, Communications & Public Relations • Digital & Social Media • Creative Direction • Strategic Planning • Organizational Development • Operational Improvement • Brand Strategy • Arts Management • Audio & Video Production • Music Composition & Performance • Art Direction • Copywriting & Editorial • Project Management • Culture & Team Building • Training & Workshops

## EXPERIENCE

### **Chief Marketing & Communications Officer**

**2009 – Present**

#### **Charles H. Wright Museum of African American History, Detroit, MI**

Responsible for strategy, messaging, and execution of marketing, communications, and fundraising for the world's largest institution dedicated to the African American experience. Reports to the President & CEO and 30-member Board of Trustees. Creates and manages messaging and content for brand awareness, advertising, annual reporting, donor and member communications, PR, online and social media. Accomplishments include:

- Consistent, year-over-year increases in museum attendance since 2010
- Media coverage in The New York Times, The Washington Post, The Wall Street Journal, CNN, TIME, NPR, PBS, BET, The Root, Los Angeles Times, US News & World Report, and The Huffington Post
- Complete redesign of museum's primary website and quadrupling of website traffic
- Thirty-fold growth of social media audience to over 60,000 users
- Development and implementation of gala program responsible for raising \$1 million annually

### **CEO / Founding Partner, Elemental Detroit, Troy, MI**

**2003 – 2008**

Founding partner and CEO. Responsible for strategic development, organizational planning and management; also handled audio and music production and post, copywriting, marketing and creative direction. Clients included Compuware, Deloitte and Touche, and Jack Morton Worldwide. Accomplishments included development of an innovative company culture including strengths-based testing and project-based profit-sharing that resulted in extremely high morale, low turn-over, and being named one of Michigan's "Best Places to Work" by the readers of *Corp! Magazine*; and critical recognition including best-in-show website and *Crain's 40 Under 40* and *Small Business* awards.

### **Professional Musician, Detroit, MI**

**1989 – Present**

Professional performer since age of 16 and guitarist, composer, producer, engineer, singer and multi-instrumentalist with several groups, both live and in-studio. Commercial credits include Audi, Compuware, GM, Ford Motor Company, Kmart and Verizon Wireless. Producer, composer and guitarist with Detroit hip-hop and soul group Black Bottom Collective, featured in Rolling Stone and Vanity Fair and 8-time winner of the Detroit Music Awards including the 2008 DMA for Outstanding Hip-Hop Recording in collaboration with Grammy award-winning producer Don Was. Have appeared with hundreds of artists including The Afghan Wigs, Angelique Kidjo, Beastie Boys, Cee-Lo, Chuck D, Darnell Kendricks, Don Was, Dwele, FIREHOSE, Joe Hunter, Nappy Roots, Talib Kweli, and Thornetta Davis.

## EDUCATION

**DeVos Institute of Arts Management at the University of Maryland, Arts Innovation and Management:** Detroit funded by Bloomberg Philanthropies, June 2015 - Present

**DeVos Institute of Arts Management at the John F. Kennedy Center for the Performing Arts, Washington, D.C., Capacity Building:** Detroit Management Training & Intensive Consultations, 2011 – 2015

**Wayne State University, Detroit, MI** — Bachelor of Arts with a Major in Music, 1996

## ORGANIZATIONS

**M-1 RAIL Communications Advisory Committee, Detroit, MI** — Member, 2014 – Present

**Wayne State University College of Fine, Performing & Communication Arts Alumni Association, Detroit, MI** — Board of Directors, 2013 – 2015

**Focus: HOPE, Detroit, MI** — WALK Steering Committee, Member, 2013 – 2014

**Troy Chamber of Commerce, Troy, MI** — Board of Directors, 2008 – 2013

**Pink Rose Inspirational Foundation, Birmingham, MI** — Board of Directors, 2009 – 2011

**Working Caregiver Initiative, Birmingham, MI** — Board of Directors, 2009

**Habitat For Humanity NOLA, New Orleans, LA** — Volunteer, 2007

**Detroit Federation of Musicians, Local 5** — Member, 1998 – Present

## TESTIMONIALS

### **Edd Snyder, Executive Director, Corporate Communications at General Motors (retired)**

*Ted Canaday is one of the most thoughtful, inventive, and energetic persons I've had the honor to work with in my career. I was impressed by his constant flow of new ideas and the ability to carry them out to the end. Every once in a while you'll meet someone who makes an indelible impression upon you. Ted did just that with me.*

### **Michele Young Hodges, IOM, President, Belle Isle Conservancy**

*[Ted's] skill set is a valuable asset, and he is generous with his time and expertise. Ted was instrumental in developing a high quality information management tool for the Oakland County Wellness Coalition, and he has provided critical assistance in creating a social media strategy for the Troy Chamber of Commerce. He makes a significant contribution in his capacity as a member of the Troy Chamber's Board of Directors, and he is unfailing in his commitment to quality.*

### **Carl Winans, Co-Founder at Mega Tiny Corporation, Entrepreneur, Technologist**

*I've had the privilege of knowing and working with Ted since 2001. He has been one of the most consistent, ethical, hard-working and creative thinking people I've come to know over my career. Ted brings with him numerous and varied creative, business, musical and performance experiences to draw upon that allow him to offer interesting insights and perspectives to a variety of projects. His detail-oriented approach and consistent follow-through allow him to always exceed clients' expectations.*

### **Keith Hearn, Web Developer at Iconix Inc., Technologist, Webmaster & Media Designer**

*Working for Ted has been an absolute pleasure and changed the way that I think about my job and how leaders should lead. His attention to details is amazing and work ethic goes beyond that of most people I have worked with. On top of that, his genuine dedication and devotion to the company he works for is something that I found to be most admirable. Ted is a true asset to any company.*

### **David Wesch, Digital Creative Director at Pluto Post**

*It was an absolute pleasure working with Ted. He is by far one of the most driven, passionate, and hard working people I've ever worked with. A born leader that gets the most out of seeing others succeed.*