



For Immediate Release

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## WOOLLY MAMMOTH THEATRE COMPANY ANNOUNCES TWO NEW LEADERSHIP APPOINTMENTS

**KellyAnn Nelson as Director of Development**

**Casey Hayes-Deats as Director of Finance**

(Washington D.C.) Woolly Mammoth Theatre Company is proud to announce the appointment of **KellyAnn Nelson** as Director of Development and **Casey Hayes-Deats** as its first Director of Finance since the role was newly-revived. Both roles report to Managing Director **Kimberly E. Douglas** and are key members of the Core Leadership Team: a group comprised of all department heads and executive leadership. The Core Leadership Team supports the theatre's strategic plan, developing its vision, operations, and impact.

"I'm thrilled to welcome these two new leaders to our Core Leadership Team at Woolly," says **Managing Director Kimberly Douglas**. "Our team has been without a Director of Finance in-house since pre-pandemic, while navigating many industry shortages in finding the caliber of talent in the accounting and finance industry. The addition of the Director of Finance will substantially elevate our financial operations, and Casey's background in theatre and finance is a perfect fit for Woolly. Our new Director of Development will empower the entire organization to build a culture of philanthropy to deepen our impact and explore innovative ways to build upon resources, expand our revenue infrastructure, and build strong relationships with our donors and funders in the D.C. community and beyond. KellyAnn has a track record in

community-focused nonprofit arts and a commitment to building strong relationships — exactly what we need as our next department leader.”

**KellyAnn Nelson**, who starts on April 22, will be responsible for strategically leveraging income as well as engaging, developing, and maintaining relationships with institutional and individual supporters. Nelson joins Woolly Mammoth after serving two other DMV-based organizations: most recently as Director of Donor Engagement for The Field School and previously as Chorus America’s Associate Director of Development. Prior to moving with her family to Washington, DC in 2019, she spent a decade in Cincinnati, OH, where she founded the nationally recognized 1,200 voice Young Professionals Choral Collective and served as the Managing Artistic Director of the Cincinnati Boychoir. In a career that has included roles as an educational, artistic, and administrative leader with organizations like Princeton Girlchoir, Cincinnati Youth Choir, and Western Michigan University, she is proud to have met the needs of each community she serves with creativity and big ideas. Nelson is regularly invited to consult with and speak to individuals and organizations across the country about ways to spark meaningful participation and impactful support for exciting ideas and initiatives.

“I am so excited to be joining the team at Woolly Mammoth Theatre Company, an organization filled with compelling stories, artistry, values, and people who make a necessary impact on our greater community,” says Nelson. “I can't wait to connect with passionate supporters who play such an important role in bringing this impact to life.”

**Casey Hayes-Deats** started on April 1 and steps into the new role of Director of Finance. Most recently, financial operations had been overseen by a part-time financial controller. She joins Woolly Mammoth from the Contemporary American Theater Festival (CATF) where she served as General Manager. Prior to that, Hayes-Deats worked with EdOps as an outsourced charter school CFO, advising non-profit schools in the DC area on financial management. She has also worked with Brooklyn Arts Exchange and The Chocolate Factory Theater. This new role will

oversee the day-to-day financial systems and management operations. The West Virginia native spent more than a decade in New York City before making Washington, DC her home.

“My career to date has been a winding journey, but the opportunity to join Woolly as the Director of Finance affirms my atypical journey through the realms of art and business.” says Hayes-Deats. “I am ecstatic to support adventurous art-making of the highest quality at a community-oriented organization in the city where I am building a home and raising a family. It is a dream and an honor.”

### **ABOUT KELLYANN NELSON**

KellyAnn Nelson (she/her) has spent the last two decades engaging both supporters and participants as an artistic, administrative, and educational leader. Embodying diverse roles that have ranged from conductor to fundraiser and educator to entrepreneur, Nelson has a reputation for responding to the needs of each community she serves with creativity and big ideas.

With a passion for collaboration and a demand for accessibility, KellyAnn has garnered local and national recognition by building programs that feature responsive organizational structures, compelling experiences, and large bases of both participation and support. Nelson started out as a classroom vocal jazz and choral music educator before moving into arts nonprofit leadership roles with Princeton Girlchoir and the Cincinnati Youth Choir. Named as one of Cincinnati’s most impactful women in the arts, KellyAnn spent a decade as both the Managing Artistic Director of the Cincinnati Boychoir and the Founding Director of the Young Professionals Choral Collective (YPCC), a ground-breaking community chorus with over 1,200 engaged 21-45 year-old singers.

After moving with her family to Washington, DC in 2019, KellyAnn’s work focus shifted fully to fundraising, serving as Director of Development at Chorus America and Director of Donor Engagement at The Field School. While she spends her days crafting engagement strategies, curating mission-aligned donor partnerships, and parenting rockstars Zaiya and Coleman, KellyAnn keeps one foot firmly planted in the artistic world as a member of Berkshire Choral International’s Board of Trustees and as an arts consultant alongside her husband Christopher Eanes, Executive Director of Cathedral Choral Society. KellyAnn enjoys frequent opportunities to exchange ideas as a guest speaker, presenter, and clinician in forums as diverse as national conferences, the World Choir Games, corporate board rooms, and the TedX stage.

### **ABOUT CASEY HAYES-DEATS**

Casey Hayes-Deats (she/her) joins Woolly from the Contemporary American Theater Festival (CATF) where she served as General Manager. She previously worked with EdOps as an outsourced charter school CFO advising non-profit schools in the DC area on financial management. An experienced arts administrator, Casey has worked with the Latino International Theatre Festival of New York, Brooklyn Arts Exchange, and The Chocolate Factory Theater. As a teaching artist, she has taught educational theatre workshops in Rwanda and facilitated workshops for Signature Theatre in Arlington Public Schools. She is the co-founder of The Cake Shop Theater and produced the NY premiere of Martin Crimp's translation of *PAINS OF YOUTH*, receiving press coverage in the NY Times and Time Out New York. Perpetually curious, Casey is a graduate of Columbia University (BA Anthropology), City University of New York (MA in Applied Theatre), the Stella Adler Studio of Acting, and George Washington University (MBA), where she has taught courses on Arts Entrepreneurship and Creativity & Innovation in the School of Business.

### **ABOUT WOOLLY MAMMOTH THEATRE COMPANY**

The Tony Award®-winning Woolly Mammoth Theatre Company creates badass theatre that highlights the stunning, challenging, and tremendous complexity of our world. For over 40 years, Woolly has maintained a high standard of artistic rigor while simultaneously daring to take risks, innovate, and push beyond perceived boundaries. One of the few remaining theatres in the country to maintain a company of artists, Woolly serves an essential research and development role within the American theatre. Plays premiered here have gone on to productions at hundreds of theatres all over the world and have had lasting impacts on the field. Currently co-led by Artistic Director Maria Manuela Goyanes and Managing Director Kimberly E. Douglas, Woolly is located in Washington, D.C., equidistant from the Capitol and the White House. This unique location influences Woolly's investment in actively working towards an equitable, participatory, and creative democracy.

Woolly Mammoth stands upon occupied, unceded territory: the ancestral homeland of the Nacotchtank whose descendants belong to the Piscataway peoples. Furthermore, the foundation of this city, and most of the original buildings in Washington, D.C., were funded by the sale of enslaved people of African descent and built by their hands.

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