

Rona Sebastian

Profile

Rona Sebastian is a senior executive with national and international experience in non-profit arts and cultural organizations, philanthropy, higher education, for-profit music companies and consulting. She has worked extensively in administration, program development, operations and marketing, spanning the areas of finance, budgeting, human resources and information technology, as well as art conservation, arts education, research, resource development and public affairs. She has also provided consultation in marketing, public relations and program development.

As President of the Herb Alpert Foundation, Ms. Sebastian plays an active role with Herb and Lani Alpert overseeing a wide range of programs that support the arts, arts education, youth development and compassion and well-being. Ms. Sebastian defines, plans and administers the foundation's areas of funding and program development. She also collaborates with partners, institutions and other foundations to strengthen and enhance current and future programs and develop consortiums to address areas of shared interest. Ms. Sebastian sees her role as the conduit through which to actualize the Alpert's desire to "give back" and to help make the world a more "vital and compassionate place to live."

As Vice President of The University of the Arts, Philadelphia, Ms. Sebastian was responsible for university-wide strategic planning, public affairs and publications, development, alumni relations and community outreach. Having developed the University's five year strategic plan, she implemented initiatives to support its key goals: building academic excellence, ensuring financial stability, connecting with diverse communities, and increasing the University's local, national and international visibility and recognition. Ms. Sebastian initiated the first University-wide branding and identity program, successfully increased capacity in the development and public relations areas, and created the University's first audience development program to expand community participation in performances and exhibitions.

Prior to her years at The University of the Arts, Ms. Sebastian spent fifteen years in a succession of senior leadership positions at the J. Paul Getty Trust in Los Angeles, an international cultural and philanthropic operating foundation devoted to the visual arts. While at The Getty, she pioneered a wide variety of institutional initiatives and developed the Office of Strategic Partnerships, an enterprise-wide initiative for cultivating, supporting and coordinating strategic alliances with other individuals and organizations. Her other accomplishments included successfully leading the Getty Conservation Institute through a period of rapid growth and expansion and an accompanying organizational restructuring, the development of the GCI's first strategic plan, and the implementation of a state-of-the-art performance management plan aligned with strategic objectives for all GCI staff.

Before working at the Getty, Ms. Sebastian was an Independent Consultant providing business planning and marketing strategies for a private electronics firm, directed the City of Santa Monica Art Commission's First National Arts Conference, developed promotions, marketing and advertising for a concert production company and provided music instruction and marketing strategies for the Yamaha Music School in Beverly Hills.

Ms. Sebastian holds an MBA from UCLA's Anderson Graduate School of Management and is an alumna of the Harvard University Graduate School of Education's Institute for Educational Management. Ms. Sebastian is a classical pianist and lives in Los Angeles with her husband, Mort Gleberman.

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