

Arts People



PRESS RELEASE

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Patrick Spike Takes on New Role of Marketing Director Formerly Product Manager, Spike hopes to work magic again in his new position

Dateline: Portland, OR

Patrick Spike, most recently Product Manager and all around system expert for Arts People, has now moved into the roll of Marketing Director for the company as other staff members move up the ranks as well. Creating a new department, he hopes to continue his trend of establishing processes and practices for the company in an area that has previously been non-existent.

The company has relied for the past 11+ years on direct contact sales to communicate its mission of performing arts support and to sell its arts specific software system and renowned client support. Marketing and related communications have not been an area that has garnered much attention. "We really have focused on our client referrals, and our amazing sales team's consultant style approach to reach out to arts organizations and show them how we can help." Spike says. "It's served us very well."

But now, after a number of years with Spike at the helm of product management, General Manager and co-owner Heather Blackbird recognized that there were other staff members whose skills were increasing that could take on the various tasks Spike had been managing. She comments, "I saw too in Spike, a wealth of marketing experience and knowledge that he brings from his work in the performing arts world. I really thought that we could benefit from his expertise, extend our outreach and gain more exposure to the arts organizations that we want to help support."

Spike has a history of working magic within the company. Having joined back in 2006, he left the position of Director of IT at Portland Center Stage to take a half time position as Client Services Manager, a new role and department at the time, on the hunch that this company was going to grow, fast. "I saw a real opportunity." Spike mentions. "I'd been ad-hoc consulting with Ness Blackbird, the original developer over a few years on the development of the first version of the system. When the time came that he needed help, I found a way to work ½ time for him, and the other ½ time as a consultant. But it wasn't long that the company had me working full time, and off we went!" And went they did, from 39 client organizations at that time, to over 1600 faithful performing arts organizations all over the continent.

Now, almost 11 years later, Spike is taking on yet another challenge of inventing and crafting his own new role, and new department, working closely with the sales team and the general manager to hone the messaging of the organization, build their social media content, enhance their online presence, tailor their trade show stance, and then on to more. As a final thought Spike adds, "I'm pretty crazy organized, and I work fast. I love this kind of challenge."

The Arts People company, officially established in 2006, is based in Portland, OR with staff reaching from Florida to Hawaii, and clients across the United States and Canada. It focuses on performing arts organizations with the

system providing ticketing functionality for online and box office transactions, donation processing, membership, class enrollment, volunteer management, marketing tools, comprehensive reporting and full patron database CRM capabilities. The organization exists to “shine on the arts world” and help their client organizations to succeed, grow, serve their communities and develop relationships with their patrons. The Arts People staff is passionate about and involved in the arts themselves.

Read more about the Arts People company and system, and contact them with questions or request a demonstration via their website at www.arts-people.com

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