



MINIMUM THREE YEARS ENGAGEMENT

ANTICIPATED START DATE: JULY 2026

PLEASE APPLY BY MARCH 6, 2026

<https://commercialtheaterinstitute.com/>

Issued by: The Commercial Theater Institute (CTI), in partnership with The Broadway League and TDF (Theatre Development Fund)

Rooted in its values of education, mentorship and furthering the next generation of commercial producers, the Commercial Theater Institute (CTI) is requesting proposals for new executive leadership to pilot the next phase of its professional development programming for early-career producers. **New leadership will start the role beginning July 2026 and will commit to a minimum of three years.**

WHO WE ARE

CTI was founded in 1982 by Frederic B. Vogel with a mission to provide necessary commercial theatre training and education to early to mid-career theatre professionals. Today, CTI is held in partnership with The Broadway League and TDF (Theatre Development Fund) and is the leading training program for commercial producers in the country.

After a brief hiatus during the pandemic, CTI returned in 2024 under the leadership of Victoria Bailey and Sue Frost with the resumption of the 3 Day Intensive and the multi-week Deep Dive Program.

The 3 Day Intensive

The 3 Day Intensive serves as CTI's introductory program. In the fall, CTI welcomes over 125 attendees from across the country and from both not-for-profit and commercial organizations to enjoy panels led by leading industry figures and networking events throughout the 3 day weekend. Examples of sessions from the 3 Day Intensive include a panel that explained how theatrical accountants, lawyers and general managers work in tandem, vocabulary sessions that covered the terminology and concepts of the industry, and sessions on cultivating investors and raising money. Attendees leave the 3-Day Intensive with a foundational understanding of the commercial theatre industry as well as lasting industry connections.

The 12 Week Deep Dive Program

The 12 Week Deep Dive Program, which was formerly the 14 Week Program, provides an advanced and comprehensive education for 26 professionals with active experience in the industry. Each week, the class attends an in-depth seminar taught by some of the most distinguished theatre professionals that cover a topic related to commercial producing, such as general management, royalties, and unions. Over 12 classes, the cohort gains a thorough understanding of commercial theatre and builds strong professional relationships with peers and mentors. Attendees of the 12 Week Deep Dive leave the program in a position to advance in their producing careers.

One Day Workshops

Pre-pandemic, in addition to the 3 Day Intensive and the 14 Week Program (now, the 12 Week Deep Dive), CTI offered occasional one day workshops that provided industry professionals a chance to further their professional development over a day. Examples of these one-off programs included "The Flop House," where producers were invited to talk about the challenges of producing, "The Development Process," a course that covered the union rules at each level of development, and "Who Gets What," which focused on royalty calculations. Prospective new leadership is invited to curate a series of one day workshops, which may or may not include prior programs, in their proposal.

Vision for New Leadership

Are you an individual who cares deeply about the health of the commercial theatre industry?

Are you a producer passionate about educating the next generation?

Are you a producing office that is interested in managing this program?

Are you an independent producer with access to administrative support?

Are you a producing group looking to expand your offerings?

In partnership with The Broadway League and TDF, CTI is accepting proposals for the next round of leadership. Appropriate proposals will include the name of one or more persons (and their organizations, if relevant) who will provide leadership for CTI, curate programming, and be responsible for organizing the 3 Day Intensive and 12 Week Deep Dive. In addition to providing vision and strategy, leadership will leverage industry connections, offer mentorship to participants, and be responsible for sponsorships, partnerships, and operations. This is a hands-on leadership role requiring strong industry relationships, interpersonal skills, and the ability to move seamlessly between strategy and execution.

While the expectation is that applicants will continue this programming in year one, applicants should be prepared to bring long-term vision for CTI. As the industry continues evolving, so too can CTI's offerings and structures. This will be a role with a minimum commitment of three years so that new leadership can use this multi-year period to evaluate existing structures and practices to improve the organization's ability to better serve the commercial theatre industry.

Key Responsibilities

- Lead program strategy and set annual goals aligned with CTI's mission
- Oversee design and delivery of CTI's programs
- Develop curriculums; select, secure, and prepare speakers
- Supervise program execution, logistics, and administrative processes
- Manage program budgets and financial reporting
- Secure sponsorships and leverage industry relationships
- Serve as a liaison to partner organizations
- Provide reports to The Broadway League and TDF on the success of the programs
- Use participant feedback and program data to guide continuous improvement

Qualifications

- Strong financial and budgeting skills
- Significant experience and knowledge of the commercial theatre industry
- Relationships with key stakeholders in the commercial theatre industry
- A collaborative and mentorship-oriented leadership style
- An ability to provide or acquire administrative support for CTI

Financial Structure/Budget

An executive management fee is included in CTI's current operating model. The new leadership will be paid an annual management fee of \$100,000 to compensate for administrative support of the program. The fee will be commensurate with programming activities, and can increase as programming and sponsorship income evolve.

Statement of Interest

Interested individuals are asked to submit a brief Proposal Statement (1–2 pages) addressing the following:

- Interest in CTI: Describe your interest in serving as the leader of CTI and how the organization's mission and programming align with your professional experience and values.
- Future Vision: Share how you would approach the first year of this role and key priorities for CTI. Please also provide a vision plan for your 3-year tenure leading CTI. Where do you see the program going in the future? How will you continue the existing programs and also expand CTI's offerings? What are your priorities and goals for the organization?
- Management Plan: Summarize your vision in executing the nuts and bolts of running the program. Leadership will be responsible for leading all CTI programs and for organizing all relevant tasks to accomplish CTI's work, including program development, curriculum design, budgeting, sponsorships, and mentorship. Previous leadership has hired program directors, administrators and/or associates to assist with the daily load.

Please also include a resume or CV. References may be requested at a later stage.

Materials and nominations should be sent to: ctinewleadership@gmail.com

Any questions about this RFP should be sent to: ctinewleadership@gmail.com

All inquiries will be handled with discretion.