



Cynthia Fuentes

Director, The Ford

CYNTHIA FUENTES currently serves as Director of The Ford (formerly The John Anson Ford Theatres). In this role, she oversees the venue logistics and cultivates relationships with communities throughout Los Angeles County. She also leads a cross-functional team to prepare and execute the day-to-day needs of the venue and The Ford's programming.

Cynthia Fuentes started her tenure with the LA Phil in 2010. Over the course of 11 years, Fuentes held a number of roles within the Marketing Department and worked to establish strategic partnerships with cultural institutions and community-based organizations to create and deepen the LA Phil's relationships within the community. She was part of the team providing strategic direction to the LA Phil's Spanish-language audience development and marketing efforts. Fuentes led the LA Phil's grassroots promotional efforts alongside community liaisons and vendors to identify and foster connections within the Latino, African American and Asian communities.

She is a founding member of the LA Phil's Diversity, Equity and Inclusion (DEI) Staff Council, which began in 2018, as well as the LA Phil's Diversity, Equity and Inclusion Task Force (with constituent groups from Orchestra Musicians, Board, Staff and Executive Staff), which serves as an advisory body to the LA Phil's Executive Team. Fuentes also serves in the Advisory Committee for the Cultural Equity and Inclusion Initiative for the County of Los Angeles.

Fuentes' work has been centered around the belief that art and music are most relevant when informed by and connected to the surrounding communities. Prior to the LA Phil, she began her communications work at XLNC1 104.9FM, a bi-national and bilingual radio station serving the San Diego and Baja California regions, where she led the station's multinational marketing and community outreach. She co-created and produced the music series *La Prueba: TestKITCHEN + MusicLAB*, a gathering space that showcased chefs, emergent musicians and poets from Southeast LA. A native of South Los Angeles, Fuentes holds a B.A. in Business Administration with an emphasis in Integrated Marketing Communication and Political Science from San Diego State University.

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