



CYNTHIA FUENTES currently serves as Director of The Ford. In this role, Fuentes oversees venue logistics, sets the direction of programming and artist partnerships, and cultivates relationships with communities throughout Los Angeles County. Working in partnership with the County Department of Parks and Recreation, she leads a cross-functional team within LA Phil to execute the day-to-day needs of the venue.

Cynthia Fuentes is a South Los Angeles native who started her career with the LA Phil in 2010. Over the course of 10 years, Fuentes held a number of leadership roles within the Marketing department, including Assistant Director, Marketing. In these roles, she worked to establish strategic partnerships to deepen the LA Phil's relationships with a variety of communities, audiences, and artists at Walt Disney Concert Hall and the Hollywood Bowl. She now applies those same values in stewarding The Ford. She has been a leader in the advancement of equity and inclusion within the cultural sector for the County and through her work at the LA Phil. Fuentes was a founding member of the LA Phil's Diversity, Equity, and Inclusion Council (DEI), helping to inform and execute DEI initiatives at the LA Phil, and was an active member of the Advisory Committee of the Los Angeles County Cultural Equity and Inclusion Initiative.

Fuentes' work is centered on the belief that art and music are most relevant when informed by and connected to the communities that surround it. This has been consistent throughout her career from its earliest stages, when she worked at a classical bi-national and bilingual radio station serving the San Diego and Baja California regions, leading the station's multinational marketing and community outreach. In addition, she co-created and produced the station's live music series, uplifting emergent musicians and poets from Southeast LA. Fuentes received a Business degree from San Diego State University.