

LAURA FREID

SUMMARY

More than two decades of leadership roles as chief executive officer and executive director, executive vice president, chief communications officer, and strategic advisor for top-tier institutions of higher education and the arts.

Proven ability in strategic planning, board management, program development, and fund-raising. Stewards a well-developed network of global key leaders in higher education, the arts, government, foundations, and news media.

PROFESSIONAL EXPERIENCE

CEO and Executive Director

The Silk Road Project, Inc.

Harvard University, Cambridge, Massachusetts

2004–2016

Manage and direct a global cultural arts organization based at Harvard University. In partnership with Yo-Yo Ma, leads a multi-million dollar enterprise to promote innovation and learning through the arts. Budget \$5 million annually, manages collective of 60 musicians and 10 administrators

- Develops and manages the Silk Road Connect education program and Passion-Driven Learning Institute serving thousands of teachers worldwide
- Directs multi-million dollar fundraising campaign
- Conducts strategic planning and implementation in conjunction with municipalities, institutions of higher learning, museums, and state planning agencies
- Extensive experience working in China, Korea, Singapore, Japan, India, Europe and the Middle East
- Leads a 15-member international board of directors and an organization of more than 60 musicians, composers and administrative staff
- Works with Harvard Business School to create ground breaking Cultural Entrepreneurship program

<http://www.silkroadproject.org/reports/annual-report-2015>

Executive Vice President for Public Affairs and University Relations

Brown University, Providence, Rhode Island

1996–2004

Served as Brown University's chief cabinet member, strategy advisor, and external relations operations officer; focused public attention on Brown's education, research, and community service missions. Served as one of three members of an interim presidential team during two leadership transitions. Budget \$752 million; endowment \$1.48 billion

- Directed the University's key public affairs offices: the News Service, University Events, Community and Government Relations, Publication Services, and the *Brown Alumni Magazine*.
- Managed a staff of more than 50 professionals.

- Served as senior cabinet member and chief advisor to the President, counselor to the Chancellor of the Board of Trustees during two presidential transitions, member of the University Relations Corporation Committee, and chair of the Advancement Communications and Commencement committees.
- Supported communications, marketing and public relations, and events management for the Medical School, including an overall positioning and integrated communications plan; the Summer School, including a marketing plan that tripled enrollment and revenues; the Graduate School; and various individual departments, centers, and institutes.
- Led the Federal Relations team that managed a \$100-million research portfolio and secured federal support of more than \$10 million for construction of the Life Science building and medical school laboratory.
- Directed planning, risk, and opportunity analysis project for the Watson Institute of International Studies, resulting in increased foundation grants and contracts.
- Directed situation analysis and consulted for the new multidisciplinary Brain Sciences Initiative, whose work included developing a Web site and an action agenda for research and faculty management.
- Developed implementation plans to enhance relationships and joint programs between the University and city, state, and federal decision-makers in Rhode Island; served as chair of the Providence Journal/Brown Public Affairs Conferences, member of the Governor's Economic Development Council, and member of the Health and Education Leadership Alliance

Chief Communications Officer

Harvard University, Cambridge, Massachusetts

1993–1996

Framed university communications issues, developed and implemented external relations plans for the President and the Provost, and developed and implemented communications plans for University-wide initiatives, including the \$2-billion Campaign for Harvard University. Managed media relations for the President. Developed benchmark survey project and report on stakeholder group perceptions of Harvard University. Chaired communications team that included communications and development directors from Harvard's Law School, Medical School, School of Public Health, Kennedy School of Government, and Business School.

Publisher, *Harvard Magazine*

Executive Director, Ivy League Magazine Network

Harvard University, Cambridge, Massachusetts

1989–1996

Directed a multimillion-dollar publishing operation reaching an audience of 800,000 readers; developed and implemented plans for marketing, public relations, corporate programs, Web sites, conferences, and sales for the nine-magazine network. Managed a staff of 16 professionals and supervised the Ivy League Magazine Network's national sales team for Yale, Princeton, Dartmouth, Columbia, University of Pennsylvania, Cornell, and Brown.

Assistant Vice President for University Relations

Editor and publisher, *Bostonia Magazine*

Boston University, Boston, Massachusetts

Managed Boston University's external and internal communications, including advancing institutional interests, participating in the formulation of policy, and framing issues. Directed and implemented community relations, university relations, travel programs, and alumni publications, including a bimonthly magazine and weekly internal newspaper.

Director of University Publications

Editor, *Bostonia Magazine*

Boston University, Boston, Massachusetts

Created and produced external periodicals including *Bostonia*, a feature magazine; *Today*, a tabloid newspaper; several catalogues; and 200 direct mail pieces annually. Created, edited, and produced a central tabloid newspaper that replaced 16 individual school newsletters.

Editor and writer

Wrote numerous articles for and edited weekly newspapers and promotional newsletters. Served as a book reader for Dell Publishing. Worked as a journalist, editor, and manager in publishing industry.

RESEARCH INTERESTS

Analyzing pressing issues in higher education; the arts and international relations; perception of reputation and prestige in American institutions; world politics; the impact of contemporary arts and culture on society; philanthropy and conservation issues; urban planning and development; institutional strategy and communications.

EDUCATION

University of Pennsylvania

Philadelphia, Pennsylvania, Ed.D., 2005

Dissertation: Reputation and prestige in American research universities: An exploration of the history of rankings and the increasing importance of student selectivity in perceptions of quality in higher education.

Brown University

Providence, Rhode Island, Research Associate and Visiting Scholar, 2003–2004

Affiliated with the Futures Project: Policy for Higher Education in a Changing World, Watson Institute for International Studies, and the Annenberg Institute for School Reform. Worked with directors to provide research and counsel on strategy, policy-based publications, and e-materials for higher-education practitioners.

Boston University Graduate School of Management

Boston, Massachusetts, MBA, 1989

Washington University

St. Louis, Missouri, BA, 1974, Philosophy major

FILMS AND PUBLICATIONS

The Music of Strangers: Yo-Yo Ma and the Silk Road Ensemble

<http://themusicofstrangers.film/>

Turnaround Artists, May 2014

Silk Road Newsletters, quarterly issues 2005–2014

Reputation and Prestige in American Research Universities

<http://repository.upenn.edu/dissertations/AAI3168025/>

Images of Brown, Photobook 2002

Harvard Magazine, volumes 88–96

<http://harvardmagazine.com/back-issues>

Bostonia: The Magazine of Culture and Ideas, volumes 60–63 *Bostonia Magazine*, volumes 53–59

<http://www.bu.edu/bostonia/archives/>

Managing Stress, Baybooks, Australia

Nutrition: In an Age of Affluence, Baybooks, Australia

Marshalls: A Corporate History, Melville Corporation

Cooking by Degrees, Van Nostrand Reinhold/CBI

Boston University Today, volumes 1–4

Kenmore Square Study for the city of Boston, 1978

Master Plan, Boston University, 1978

Medium, a film review newsletter

AWARDS AND HONORS

Biografilm Festival Audience Award 2016

Sydney Film Festival 2016 – Best Documentary Audience Award

Melbourne International Film Festival 2016 Runner Up Most Popular Documentary

Heartland Film 2016 – Truly Moving Picture Award

Provincetown International Film Festival 2016 – Best Documentary Audience Award

Recipient of Ford Motor Fund Award for Artistic Excellence University of Michigan, Ann Arbor

Best Practice of International Cultural Engagement Award, U.S. Summit for Global Citizen Diplomacy, 2010

Who's Who in American Women, 1998 and 1995

Excellence in General Interest Magazine Publishing, CASE, 1995

Matrix Award for Women in Communications, 1989

Cooking by Degrees exhibited in the Frankfurt Book Fair, 1983

Outstanding Young Woman of America, 1980

ASSOCIATIONS AND APPOINTMENTS

Chair of Trustee Governance Committee, Johnson and Wales 2013–present
Panelist, Passion-driven learning Institute, Harvard Graduate School/Education August, 2014
Panelist, Cultural Entrepreneur program, Harvard Business School, May 2014
Panelist, Galician Connection Festival, 2013
Speaker, Yale University Annual International Festival of Ideas, 2011
Speaker, U.S. Summit for Global Citizen Diplomacy, Best Practice of International Cultural Engagement Award, Washington, DC, November 2010
Board Member, Johnson & Wales University, 2009–present
Speaker, Lincoln Center Presents Silk Road Ensemble with Yo-Yo Ma, June 2009
Speaker, Connecting Global Cultures through Music, Bryant University, 2008
Silk Road Project honored at United Nations 60th Anniversary Celebrations, 2008
Speaker at the Instruments of the Silk Road Exhibition, Museum of Fine Arts, Boston, 2006
Speaker at the Roger Williams Center for Macro Projects and Diplomacy, Roger Williams University, 2005
Director, Greater Providence Chamber of Commerce, 1999–2003
Trustee, Providence Foundation
Member, Coalition for Community Development, 1998
Board of Directors, Save the Bay, 1998–2003
Juror, Nieman Foundation, Harvard University, 1995
Editorial Board, Journal of International Relations, Harvard University
Editorial Board, American Council on Education
Editorial Board, Connections, New England Board of Higher Education, 1985–2003
Trustee, Council for the Advancement and Support of Education, 1984–1986
Chair, Council for the Advancement and Support of Education National Conference, 1984
Speaker, Folio Publishers Conference
Sibley Society, University Editors
Magazine Publishers Association
American Society of Magazine Editors
New England Writers Association

WEBSITES AND BRANDING

www.silkroadproject.org

www.brown.edu

www.harvardmagazine.com

Created new word marques and institutional identity and branding plans for Harvard, Brown University and Silkroad. Planned and implemented new award winning website designs.