

REED RIDGLEY

GENERAL MANAGER

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917-826-4925

www.reedridgley.com

SUMMARY

I am a General Manager with a proven track record of providing comprehensive general management, financial management, and company management services to producers and organizations developing and producing plays and musicals. Drawing on my extensive network of designers, agents, legal, press & marketing representatives, I am committed to cultivating a fun, respectful, nurturing, and collaborative environment for artists and institutions creating innovative works.

- Production and Institutional Budgeting
- Quickbooks - Full Accounting
- Cash Flow Management
- Union Contracts & Negotiations
- Venue & Vendor Management
- Company & Front of House Management
- Box Office Services and Inventory Management
- Ovationtix/Audience View
- Tax Exempt 501(c)(3) set up, Audit & 990 Prep
- Nonprofit Grant Research and Writing

PRODUCTION HIGHLIGHTS

- *[title of show]* – Vineyard Theatre
- *Scottsboro Boys* – Vineyard Theatre
- *Avenue Q* – Vineyard Theatre
- *Book of Mormon* - Vineyard Theatre
- *Carrie* - MCC at the Lucille Lortel Theater
- *All the World's a Stage* - Keen Company
- *House of McQueen* - The Mansion at Hudson Yard
- *39 Steps* - Union Square Theatre
- *Wig Out!* – Vineyard Theatre
- *Crumbs from the Table of Joy* – Keen Company
- *Prey for Rock and Roll* - CBGB
- *Golden Motors* – Princeton University

EXPERIENCE

GENERAL MANAGER

2019 - Present

Keen Company

- Full accounting and board reporting of payroll, production and institutional budgets, cash flow management, account reconciliation, annual audit as well as maintaining up-to-date GL, balance sheet, trial balance, and transaction detail reports
- Contracting and management of all creatives, actors, stage managers, crew, etc.
- Union, talent, and vendor negotiations
- General Manager for all productions

GENERAL MANAGER

Vineyard Theatre

2004 - 2011

Classic Stage Company

2003 - 2004

- CFO responsibilities included account reconciliation, maintenance of GL, balance sheet, trial balance, and transaction detail.
- Union, talent, and vendor negotiations
- Institutional IT and HR responsibilities including benefits and payroll
- Contracted and managed production teams including creative team, actors, stage managers, crew, etc.
- Oversaw and managed of front of house, box office, and company management

GENERAL MANAGER

2022 - Present

Form Theatricals

- *House of McQueen* - The Mansion at Hudson Yards
- *Cracked Open* - Theatre Row

- *Gas* - Theatre Row
- *Grief, A One-Man Shit Show* - Theatre Row
- *Happy Birthday, Doug* - Soho Playhouse
- *I Love My Family, But* - Soho Playhouse
- *A Hanakku Carol* - Workshop

PRODUCING DIRECTOR

2019 - Present

Mason Holdings

- Manage all aspects of production, marketing, fundraising, and finance
- Established 501(c)(3) nonprofit status
- Produced *Found*, (2019) at The Cell and *Hart Island*, (2021) at The Gym at Judon

DIRECTOR OF FINANCE

2025 - Present

Transport Group Theatre Company

- Manage all finances, including payroll, accounts P/R, and budgeting/cash flow

DIRECTOR OF FINANCE/GENERAL MANAGER

2017 - Present

CityKids Foundation/East Village Playhouse

- Accounts payable and receivable, cash flow, bank and box office reconciliations
- Manage tenants, production calendar, and front of house at Off-Off Broadway theatre

DEVELOPMENT MANAGER

2016 - 2019

Cherry Lane Theatre

- Executed all grant applications and final reports including NEA, NYSCA, DCA, Shubert, Gillman, and ART/NY
- Managed grant calendar
- Identified potential new sources of contributed income
- Managed database, donor acknowledgements, and tracked fundraising goals

YOGA TEACHER

2016-Present

Modo Yoga NYC, Equinox

EDUCATION

- BFA in Theatre; New York University, Tisch School of the Arts
- Yoga Teacher Training 1200 Hours

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