

APOLLO

Apollo Theater Appoints Aldo Scrofani, Tony Award-Winner and Veteran of the Entertainment Industry, as New Chief Operating Officer

Scrofani Joins the Apollo Following Executive Positions at Columbia Artists, Jujamcyn Theaters, and Theatre Management Associates, Inc.

Harlem, NY – April 18, 2018 – The Apollo Theater, the soul of American culture and Harlem’s town square, today announced the appointment of **Aldo Scrofani** as its new Chief Operating Officer. A veteran of the live entertainment industry, Scrofani has been involved with over 100 theatrical productions and worked with some of the largest names in the performing arts; his appointment is effective immediately.

As the Apollo Theater’s COO, Scrofani will oversee the operations of the iconic Theater as it increases its own productions and co-commissions while continuing its decades-long history of nurturing emerging talents and artforms, and both launching new artists and supporting legends. He will also play a crucial role in the Apollo’s commitment to the Harlem and New York communities at large, helping advance the Theater’s drive for community and civic engagement through talks, panels, town halls, educational initiatives, and special events.

“Aldo is an incredibly dynamic, forward-thinking leader in the cultural field, and we are very excited to have him on board,” said **Apollo Theater President and Chief Executive Officer Jonelle Procope**. “His management and production acumen, honed over decades at leading entertainment companies and productions, will enhance the Apollo’s mission as it continues to cement its place as the soul of American culture and as a preeminent leader in bringing together thoughtful, thematic productions that reflect today’s important issues.”

Scrofani is a 40-year veteran of the live entertainment business who began his career at the Jujamcyn Theaters Corporation, serving as Executive Vice President before moving to Columbia Artists to become its COO. He went on to found Theatre Management Associates, Inc. (TMA) and its subsidiary, Moonglow Productions LLC. He currently also serves as adjunct professor at New York University’s Stern School of Business.

“It is an honor to join the legendary Apollo Theater, especially at a time when the institution is pushing forward with producing and commissioning more of its own work and re-emphasizing its dedication to the Harlem community and the prevalent issues that affect it,” said Scrofani. “I look forward to bringing my experience to the daily operations of the Theater and being a part of presenting the trailblazing and socially significant programming that the Apollo has long been known for.”

About Aldo Scrofani

Throughout his career, Aldo Scrofani has produced, co-produced, or been associated with over 100 Broadway, national, and international productions, including *Stomp*, *Gone With The Wind*, *Dirty Rotten Scoundrels*, *City of Angels*, *Gypsy*, *Cat On A Hot Tin Roof*, *Sunset Boulevard*, *Carousel*, *M. Butterfly*, *Into the Woods*, *My One and Only*, and *Dracula*. His work has earned him multiple Tony Awards and nominations, as well as recognitions from the Drama Desk, Obie, The Pioneer in the Theatre Award (2011), and The Elliot Norton Award for Outstanding Production (*Carousel*).

Scrofani founded Theatre Management Associates, Inc. in an effort to create a singular company to manage, produce, and tour theatrical productions without the need for significant corporate resources, enabling him to streamline financial results.

Scrofani's 19 years of experience as Columbia Artists' COO, in addition to his 13 years as Executive Vice President at Jujamcyn, reflect not only a strong leadership background but a multi-decade history in the performing arts. His areas of expertise include executive production, funding, branding, marketing, budgeting, rights acquisition, creative team selection, legal structures, and venue management.

Scrofani is a graduate of Montclair State University with a BS in business administration and accounting. He went on to receive his MBA in economics and finance at Fairleigh Dickinson University. In addition to his adjunct professor role at NYU Stern, Scrofani also serves as Instructor of Strategic Steps For Growth (SS4G), a graduate-level program for CEOs of media and entertainment companies, through a partnership with the Mayor's Office of Media & Entertainment SBS and New York University.

About the Apollo Theater

The legendary Apollo Theater—the soul of American culture—plays a vital role in cultivating emerging artists and launching legends. Since its founding, the Apollo has served as a center of innovation and a creative catalyst for Harlem, the city of New York, and the world.

With music at its core, the Apollo's programming extends to dance, theater, spoken word, and more. This includes special programs such as the blockbuster concert *Bruno Mars Live at the Apollo*, the world premiere theatrical reading of Ta-Nehisi Coates's National Book Award-winning *Between the World and Me, 100: The Apollo Celebrates Ella*, the annual Africa Now! Festival, and the recent New York premiere of the opera *We Shall Not Be Moved*. The Apollo is a performing arts presenting organization that also produces festivals and large-scale dance and music works organized around a set of core initiatives that celebrate and extend the Apollo's legacy through a contemporary lens; global festivals including the Women of the World (WOW) Festival and *Breakin' Convention*; international and U.S.-based artist presentations focused on a specific theme; and Special Projects, multidisciplinary collaborations with partner organizations.

Since introducing the first *Amateur Night* contests in 1934, the Apollo Theater has served as a testing ground for new artists working across a variety of art forms and has ushered in the emergence of many new musical genres—including jazz, swing, bebop, R&B, gospel, blues, soul, and hip-hop. Among the countless legendary performers who launched their careers at the Apollo are Michael Jackson, Ella Fitzgerald, Stevie Wonder, Billie Holiday, James Brown, D'Angelo, Lauryn Hill, Dave Chappelle, Machine Gun Kelly, Miri Ben Ari, Sarah Vaughan, Gladys Knight, and Luther Vandross; and the Apollo's forward-looking artistic vision continues to build on this legacy.

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