



Heather Maitland is an arts consultant, author, lecturer and the Research Associate at the Centre for Cultural Policy Studies at the University of Warwick.

Heather has worked as a marketer for a wide range of arts organisations: from the smallest of touring theatre companies to running the London end of the Royal Shakespeare Company's marketing operation and including both classical and contemporary dance.

She worked with over 100 organisations on audience, business and art form development as head of two of England's audience development agencies. Her current projects include profiling audiences for jazz across the East Midlands, researching visitors at the National Museums of Scotland and helping Rich Mix, London's foremost centre for culturally diverse arts, to write a marketing strategy.

Heather has written eight books on arts marketing and audience development and was most recently commissioning editor of *Navigating difference: cultural diversity and audience development* and co-author of *Greater than the sum of its parts: a joined up guide to working in groups*, both published by Arts Council England. Her *Marketing Manual* has been translated into Mandarin Chinese and is widely used across Taiwan, Malaysia and China as well as in the UK.

She also writes regular columns for *JAM* (the arts marketing journal) and *ArtsProfessional*. She is Director of the Theatrical Management Association's week long arts marketing courses in the Republic of Ireland and Scotland.

Heather is a trustee of the European Blues Association incorporating the Archive of African American Music (www.euroblues.org)

E-mail: heather@heathermaitland.co.uk

www.heathermaitland.co.uk