



University Musical Society Welcomes Eric Woodhams as Senior Manager of Digital Media

ANN ARBOR, MI (August 1, 2018) — The **University Musical Society** (UMS) announces that **Eric Woodhams** will join the UMS staff on August 1, 2018 as its new senior manager of digital media.

Woodhams served as director of digital content and engagement at Carnegie Hall for the past two years, overseeing website content, social media strategy, and email marketing, as well as the redesign of Carnegie Hall’s website. Prior to his time at Carnegie Hall, he spent five years as director of digital initiatives for the Detroit Symphony Orchestra (DSO). At the DSO he oversaw digital content production, produced the “Live from Orchestra Hall” webcast series, created and developed the “DSO Replay” on-demand webcast archive, and launched the DSO’s first major independent album.

As senior manager of digital media for UMS, Woodhams will oversee all aspects of UMS’s digital media strategy, including management of the organization’s digital properties, email communications, content creation across all platforms, and livestreaming and broadcasting initiatives.

“We are thrilled to welcome Eric to the UMS team,” said UMS president Matthew VanBesien. “His vast experience in the world of performing arts marketing and digital strategy will serve us well in leveraging today’s powerful but ever-changing digital environment. We look forward to working with him to connect arts lovers in Ann Arbor, across the country, and beyond with the unique and engaging experiences that UMS offers both on and off the stage.”

ABOUT UMS

A recipient of the 2014 National Medal of Arts, UMS (also known as the University Musical Society) contributes to a vibrant cultural community by connecting audiences with performing artists from around the world in uncommon and engaging experiences. One of the oldest performing arts presenters in the country, UMS is an independent non-profit organization affiliated with U-M, presenting over 70 music, theater, and dance performances by professional touring artists each season, along with over 100

free educational activities. UMS is committed to bold artistic leadership, engaged learning through the arts, and access and inclusiveness. Since 1990, the organization has co-commissioned and supported the production of nearly 80 new or reimagined works. Matthew VanBesien became the organization's seventh president in July 2017.

--30--

MEDIA CONTACT

Mallory Shea, Marketing & Media Relations Coordinator

734.647.4020 / mschirr@umich.edu