



HoustonBallet

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HOUSTON BALLET ANNOUNCES LANE ROEBUCK AS DIRECTOR OF MARKETING AND PUBLIC RELATIONS

HOUSTON, TX – October 31, 2017 – Executive Director James Nelson announced the appointment of Lane Roebuck as Director of Marketing and PR at Houston Ballet. In this role, Ms. Roebuck leads a team to promote Houston Ballet’s work as well as execute programs to drive patron engagement for one of the most highly-acclaimed ballet companies in the world. She brings rich experience and knowledge in elevating performing arts organizations, including her most recent position as Vice President for the Southwest region of Broadway Across America.

“I am thrilled to have Lane Roebuck lead Houston Ballet’s Marketing and Public Relations efforts,” Mr. Nelson said. “With her extensive marketing experience in the performing arts, I know that she will take Houston Ballet to the next level in promoting Houston Ballet and Houston Ballet Academy.”

As Vice President for the Southwest region of Broadway Across America, Ms. Roebuck successfully implemented initiatives that resulted in revenue growth for the company in the Houston, Austin, San Antonio and New Orleans Broadway series markets. Additionally, she managed cross-functional teams handling marketing, advertising, design, PR, branding, sales/operations and pricing. Ms. Roebuck previously served as the Associate Director of Marketing for Houston’s own Theater Under the Stars (TUTS) promoting the theater’s performances, participating in the company’s strategic planning and growing new, more diverse demographics.

“Houston Ballet is an amazing, world-class organization and one of Houston’s treasures,” Ms. Roebuck said. “I am honored to join their Marketing and PR team, working to bring more awareness to their artistic endeavors, outreach programs and the incredible work of their Academy. I’ve always been passionate about bringing the arts to a wider audience and I look forward to continuing that mission in the exciting world of ballet.”

Additionally, Ms. Roebuck has worked with Troika Entertainment as Director of Marketing where she managed advertising materials, developed press materials and handled media inquiries and special events for Broadway touring companies, including *Cats*. As an Account Executive and Supervisor for Marion, Montgomery Inc., she served as a marketing consultant for a variety of clients in the non-profit, social services, government and healthcare sector, including the Department of Defense’s military healthcare program. Ms. Roebuck holds a bachelor’s degree from Trinity University and an M.B.A from Rice University.

About Houston Ballet

Houston Ballet has evolved into a company of 59 dancers with a budget of \$33 million (making it the United States’ fifth largest ballet company.) With a state-of-the-art performance space built especially for the company, which is the largest professional dance facility in America, Houston Ballet’s \$46.6 million Center for Dance opened in April 2011, with an endowment of just over \$74.1 million (as of July 2017).

Australian Choreographer Stanton Welch AM has served as Artistic Director of Houston Ballet since 2003, raising the level of the company’s classical technique and commissioning many new works from dance makers such as Christopher Bruce, Alexander Ekman, William Forsythe, Jiří Kylián, Trey McIntyre, Julia Adam, Edwaard Liang and George Balanchine. Executive Director James Nelson serves as the administrative leader of the company, a position he assumed in February 2012 after serving as the company’s General Manager for over a decade.

Houston Ballet has toured extensively both nationally and internationally. Over the past fifteen years, the company has appeared in London at Sadler’s Wells, at the Bolshoi Theater in Moscow, Russia, in six cities in Spain, in Montréal and Ottawa, at The Kennedy Center in Washington, D.C., in New York at City Center and The Joyce Theater, at the Théâtre des Champs Elysées in Paris, at The Arts Center Melbourne State Theatre in Melbourne, Australia, in Los Angeles at The Music Center's Dorothy Chandler Pavilion and in cities large and small across the United States. Houston Ballet has emerged as a leader in the expensive, labor-intensive task of nurturing the creation and development of new full-length narrative ballets.

Writing in *Dancing Times* in June 2012, dance critic Margaret Willis praised Houston Ballet and highlighted the fact that “During his own tenure, (Stanton) Welch has upped the standard and Houston Ballet now shows off a group of dancers in splendid shape. With fast and tidy footwork, they are technically skillful and have strong, broad jumps and expansive, fluid movements. The dancers’ musicality shines through their work, dancing as one with elegance and refinement – and they are a handsome bunch too!...if ballet were an Olympic sport, see Houston Ballet well on the way to achieving gold.”

Houston Ballet Orchestra was established in the late 1970s and consists of 61 professional musicians who play for Houston Ballet’s performances at Wortham Theater Center under Music Director Ermanno Florio.

Houston Ballet’s Education and Community Engagement Program reaches over 60,000 individuals in the Houston area annually. Houston Ballet Academy teaches over one thousand students every year, and approximately 50% of the current company was trained by the Academy.

For more information on Houston Ballet visit houstonballet.org.

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