

KEN NOVICE

Managing Director

Ken Novice's career in the professional theatre spans 25 years and over 250 productions. Prior to joining Geffen Playhouse, he served as Managing Director and Director of External Affairs at Pasadena Playhouse where his credits include the revival of *Fences* starring Laurence Fishburne and Angela Basset and the world premieres of *Sister Act the Musical*, *Ray Charles Live*, *Stormy Weather* starring Lesley Uggams and many others. He was Director of Marketing and Public Relations for San Diego's Tony Award-winning Old Globe Theatre where his credits include Jack O'Brien's acclaimed revival of *Damn Yankees*, the Tony Award-nominated musical *The Full Monty*, *Henry IV* starring John Goodman and Sheldon Epp's Tony-nominated hit *Play On!* among many others. His credits also include marketing and public relations for the Tony Award-winning Denver Center Theater Company and New York's Circle Repertory Company. As Director of Programming for YouthStream Media Networks he developed national marketing and public relations programs for most of Hollywood's major motion picture studios. Novice also served as Head of the Theatre Management MFA/MBA program at California State University, Long Beach and has been a guest lecturer at San Diego State University and the University of California, San Diego. He holds a BA from the Pennsylvania State University and an MBA from San Diego State University.