



## **Adina Erwin**

**Adina Erwin is the Vice President & General Manager for the Fox Theatre in Atlanta, Georgia. A fiercely protected landmark and nationally acclaimed theatre, the Fox is a multi-purpose performing arts venue which hosts over 450 events per year. During her tenure at the Fox Theatre, Adina has been influential with the development and implementation of new strategic initiatives such as the esteemed Fox Theatre Institute, an outreach and consulting division of Fox Theatre, Inc.**

**Since 1993, Adina has worked in various types of entertainment venues including arenas, convention centers and theaters. Prior to her current position with the Fox, Adina served as the Director of the Times-Union Center for the Performing Arts in Jacksonville, Florida. A theater complex which houses three (3) performance halls, the Times-Union Center is home to the award-winning Jacksonville Symphony Orchestra and a diverse mix of events from Broadway productions to concerts and corporate functions. In addition to her role at the Times-Union Center, Adina also served on the Super Bowl Host Committee and Event Team for Super Bowl XXXIX.**

**Prior to her position in Florida, Adina was Director of Guest Services at the American Airlines Center in Dallas, Texas where she created managed and supervised a guest services department recognized for excellence in service by the National Basketball Association. In addition she assisted with the transition planning and activities in preparation for the grand opening of this facility, which is the home of the NBA Dallas Mavericks and the NHL Dallas Stars.**

Previous experiences in the entertainment venue management industry include positions with Reunion Arena, the Charlotte Coliseum, Mobile Convention and Civic Centers and Jacksonville Entertainment Facilities. Adina received a BA in Physical Education from the University of North Carolina at Chapel Hill and went on to earn her Masters degree from the University of Massachusetts Sport Management Program, specializing in Entertainment Venue Management.

In 2013, Venues Today Magazine recognized Adina as one of the "Women of Influence" and she also received the Ray W. Ward Award for her dedication and extraordinary contributions to the overall success and quality of the Venue Management School (VMS). She is a graduate of the Arts Leaders of Metro Atlanta (ALMA) program and serves on the Advisory Boards for the Metropolitan Arts Fund and the Georgia Cities Foundation. She serves as a Trustee for the Georgia Trust for Historic Preservation and is a member of the Kiwanis Club of Atlanta.

Adina resides in Decatur, GA with her husband, two children and dog (Nikki Doo).

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