

For Immediate Release

Arts Commons Announces the Appointment of Vice President of Advancement

May 27, 2025 - CALGARY – Arts Commons is thrilled to announce the appointment of Jennifer Cecconi as the new Vice President of Advancement. This decision comes after an extensive executive search conducted by KCI Talent, which attracted international attention. A former Calgarian, Jennifer will be returning to the city to join the Arts Commons team on **June 23, 2025**, where she will lead the growing and evolving fundraising needs as the organization becomes Werklund Centre and prepares for unprecedented growth across all areas of operations.

Jennifer's appointment follows the retirement announcement of Greg Epton, who has led the organization's fundraising success for 15 years, and who will continue to work closely with the President & CEO to complete the Arts Commons Transformation capital campaign.

With a proven track record of driving sustainability and impact in the nonprofit, arts, and media advocacy sectors, Jennifer Cecconi brings to Arts Commons over 15 years of leadership experience in strategic fundraising, stakeholder engagement, and revenue diversification. As part of the senior leadership team at [Friends of Canadian Media](#), Jennifer recently played a key role in their landmark election campaign to protect Canadian media and preserve the CBC. Her expertise in integrated fundraising strategies has mobilized Canadians from across the country and strengthened Friends of Canadian Media's community engagement and advocacy efforts.

Throughout her career, Jennifer has contributed to multimillion-dollar campaigns, cultivated strategic partnerships, and fostered high-performing teams. Her work, which includes tenures at [United Way of Calgary & Area](#) and the [Calgary International Film Festival](#), showcases her ability to craft compelling narratives, develop innovative strategies, and steward transformative funding opportunities—all of which will be necessary as Arts Commons expands its footprint and impact in the years to come.

"I am truly honoured to join the exceptional team at Arts Commons—soon to be Werklund Centre—at such a pivotal moment in its journey. As the organization embraces a new name, brand, and the promise of a transformative space, I am thrilled to contribute to its vision and impact. I look forward to playing a small part in shaping an organization that will soon have not only a profound influence on Calgary but on Canada's arts and civic scene as a whole.," says Jennifer Cecconi.

"Welcoming Jennifer back home to Calgary as our new VP of Advancement is a huge win for Arts Commons and our local arts community. Her deep understanding of our city and its unique position within the Canadian landscape is exactly what this moment in time calls for," says Alex Sarian, President and CEO of Arts Commons. "Jennifer joins us at a pivotal moment of transformation for our city, and for our organization as Arts Commons becomes Werklund Centre, and I can't wait to work with her and witness her visionary influence on our future."

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"I'm happy to be moving into this next chapter with Arts Commons as we transition into Werklund Centre. Jennifer brings a wealth of experience and an intimate knowledge of our city that will be a huge asset to Werklund Centre," Greg Epton, VP and Chief Advancement Officer.

Arts Commons looks forward to welcoming the new VP of Advancement, Jennifer Cecconi, as the organization embarks on a momentous period of change. Within the last six months, Arts Commons broke ground on the Arts Commons Transformation project, announced the design for the Olympic Plaza Transformation, and revealed the new Werklund Centre brand—all while continuing to operate as Western Canada's largest performing arts centre, which last season alone hosted over 2,000 events.

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Arts Commons (soon to be Werklund Centre) is the largest performing arts centre in Western Canada located in the heart of downtown Calgary. As it prepares to celebrate its 40th Anniversary, it continues to be a key contributor to the social, economic, cultural, and intellectual life and well-being of Calgarians. Home to six resident companies, as well as hundreds of community partners, it houses six gallery spaces, five theatres, and the Jack Singer Concert Hall. The Arts Commons Transformation project, currently under construction, is the largest cultural infrastructure project in Canadian history and aims to expand and modernize the organization's commitment to promoting local, national, international, emerging and established artists with a focus on equitable access to cultural experiences.