

KATHLEEN SOLDATI

CHAMPION FOR ARTS, CULTURE, AND COMMUNITY

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PRINCIPAL, SOLDATI PR / CULTURAL GROWTH SPECIALIST

Strategic Marketing & PR for Cultural Nonprofits, Candidates, and Causes

Marketing and PR strategist who has led arts, cultural, and civic organizations from the inside, including three New Hampshire institutions, and produced events for Nelson Mandela and Jane Goodall. Now in Phoenix, she consults, coaches, and teaches organizations and candidates to sharpen their message, build partnerships, and connect with community. A natural connector who brings the right people together. Co-author of *Business Comes to the Expert*.

“ONE OF THE BEST LISTENERS I HAVE EVER ENCOUNTERED... SHE SIMPLIFIES AND EMPOWERS THROUGH COMMUNICATION.”

GEORGE CARLISLE, NEW HAMPSHIRE ENTREPRENEUR

■ SOLDATI PR · PHOENIX, AZ

Founder & Principal

2002 – PRESENT

Founded in New Hampshire; relaunched in Phoenix

- **John F. Kennedy Center for the Performing Arts** (2025): Advised senior staff on stakeholder engagement, logistics, and marketing for national outreach for *Promise of US*, celebrating the 250th anniversary of the Declaration of Independence.
- **Latino Fashion Week** (2026–present) **PRO BONO**: Emceed a several-hundred-guest event at the Arizona Center. Advising on marketing strategy for the November 2026 Latino Fashion Week and connecting the organization with partners across the Valley.
- **Ashley Harder for Phoenix City Council** (2026–present) **PRO BONO**: Coach the candidate on public speaking, build relationships at community events, and aid the campaign’s Facebook presence. Facilitated a Small Business Roundtable.
- **Greater Phoenix Equality Chamber of Commerce** (2025–present) **PRO BONO**: Teach Target Marketing and Brand Storytelling at Business Bootcamp. Featured luncheon speaker and RISE Small Business Conference workshop leader.
- **PRSA Phoenix Chapter** (2025–present) **PRO BONO**: Mentor emerging PR professionals.
- **Forum, AIA New Hampshire quarterly** (2025–present): Write commissioned features on architecture, historic restoration, and design education.
- **PortsmouthNH400** (2022–2023): Media relations consultant for the city’s 400th.
- **A History of Portsmouth NH in 101 Objects** (2022–2023): Editor of the landmark book on the city’s cultural heritage, directing 80+ authors.

■ LEADERSHIP EXPERIENCE

CrossCurrent Communications

2019 – 2026

MARKETING STRATEGIST · PORTSMOUTH, NH

- Managed nonprofit and government agency clients for a boutique PR firm. Wrote news releases and secured steady coverage across New England.

Portsmouth Historical Society

2015 – 2018

EXECUTIVE DIRECTOR · PORTSMOUTH, NH

- Restructured a century-old organization, hired professional staff, and modernized systems. Led a \$750,000 budget, 16 staff, and two facilities, including a National Historic Landmark.
- Doubled museum shop sales and grew membership with nationally recognized exhibitions on American Impressionists Edmund Tarbell and Gertrude Fiske.
- Secured a 50-year lease on the former city library and laid the foundation for Portsmouth400, a citywide celebration of history and culture.

■ SERVICES

Marketing strategy & planning
Brand storytelling & messaging
Public speaking & candidate coaching
Event production & emceeing
Partnership building
Workshops & training

■ EXPERTISE

Nonprofit & cultural leadership
Media relations
Destination & tourism marketing
Campaign communications
Writing & editing
Mentoring emerging professionals

■ IN PHOENIX

Phoenix Community Alliance

Arts, Culture & Public Life
Committee, merging into Central City
Planning & Development

Arizona Women for the Arts

PRSA Phoenix Chapter

■ RECOGNITION

CONNECTOR OF THE YEAR

Portsmouth Chamber of
Commerce, 2015

60%

Sales growth at the League of NH Craftsmen

2×

Museum shop sales at Portsmouth Historical Society

50,000

Annual visitors to the League's craft fair

80+

Authors directed for *101 Objects* cultural essay collection

LEADERSHIP EXPERIENCE, CONTINUED

The Music Hall

2006 – 2014

DIRECTOR OF MARKETING · PORTSMOUTH, NH

- Spearheaded Vintage Christmas in Portsmouth, a month-long citywide campaign with Strawberry Banke Museum, the City, and the Chamber of Commerce.
- Led a five-person team marketing two venues across web, email, magazine, broadcast and print, video, and media relations. Promoted Telluride by the Sea Film Festival and the Portsmouth Singer Songwriter Festival.

EARLIER CAREER HIGHLIGHTS

League of NH Craftsmen

EXECUTIVE DIRECTOR

Grew sales 60% at a \$1.3 million organization with nine stores, 900 craftspeople, and an annual fair drawing 50,000 visitors. Earned coverage in *The New York Times*, *Boston Globe*, *Newsday*, and *Self*. Forged a public-private tourism partnership with the State and built a flagship store in North Conway. Rose from publicity manager to executive director.

Global Events, Triple Dot Productions

CEO

Co-produced a 200-guest State Dinner in Johannesburg honoring Graça Machel, Nelson Mandela, and Andrew Young, and arranged Machel's *Washington Post* interview. Co-launched a Turner Foundation—funded youth summit with Jane Goodall and produced her NYC Explorers Club event.

Soldati PR, New Hampshire

PRINCIPAL

Placed clients on *The David Letterman Show* and in *The Washington Post*, *Boston Globe*, and *Boston Herald*. Clients included The Music Hall, Portsmouth Chamber of Commerce, Boston Society of Architects, Pontine Theatre, and the American Red Cross.

NH Public Television

NATIONAL UNDERWRITING & MARKETING

Secured \$150,000 in sponsorship for *Ciao Italia* and produced a live three-day statewide winter tourism showcase.

TEACHING, SPEAKING & WRITING

TEACHING

Marketing for Nonprofits, Producing Successful Events, and Effective Publicity (UNH Marketing Certificate program); Marketing Strategies for Design Firms (Boston Architectural College); Marketing Tourism (USAID, Estonia); ArtsReach national conference, New York.

SPEAKING & EMCEEING

Keynote, *The Art of the Segue* (Keene Sentinel Extraordinary Women Awards); co-emcee, TEDx Portsmouth; emcee, NH Governor's Conference on Tourism and Portsmouth Chamber Tourism Summit. Longtime radio DJ, voice talent, and public radio and TV on-air fundraiser.

WRITING

Feature writer, *Forum*, AIA New Hampshire (2025—present). Editor, *A History of Portsmouth NH in 101 Objects* (Piscataqua Press, 2022). Co-author, *Business Comes to the Expert* (Ostberg Library of Design Management, 2008).

CAMPAIGN COMMUNICATIONS

Decades of campaign messaging, events, and management, including:

Co-manager of nine successful countywide campaigns

State co-chair of two presidential primary campaigns

Host of 50+ candidate events

Candidate for Portsmouth City Council

PAST BOARDS

New Hampshire Public Radio

NH Travel Council

Women's Business Center

Pontine Theatre

Gubernatorial appointee, NH Joint Promotional Program

EDUCATION

Bachelor of Arts

Political Science

Saint Mary's College

Notre Dame, IN

Continuing study in marketing, public relations, management, fundraising, and arts administration.