

## Appointment changes in Shanghai Grand Theatre

*By Emilie Wang, Assistant to President, Foreign Affairs, Shanghai Grand Theatre  
Photo by Ding Zhenjie*

Shanghai Grand Theatre (SGT) recently announced the promotion and appointment of Zhang Xiaoding (Assistant to the President and Director of the General Office) as well as Xu Yin, (Assistant to the General Manager and PR Manager) to Deputy General Managers. Zhang will now oversee programming of SGT and Xu will mainly be responsible for marketing.

After working as a civil servant in the field of cultural market management for three years, Zhang Xiaoding joined SGT in Oct 96 and participated in the organization and preliminary operation of SGT Performing Arts Center, planning and presenting many performance projects celebrating the opening of SGT as well as setting up its ticketing system. Since SGT opened officially in 1998, she has been responsible for its daily administration, media promotion and performance planning. Currently she is also acting as SGT's spokesperson.

Xu Yin has also served SGT for 10 years as Director of Foreign Affairs, Office of the General Manager of SGT; Assistant to the General Manager of SGT, Project Manager of the Programming Department and most recently as Assistant to the General Manager of SGT, PR Manager responsible for programme promotion planning; promotional events organization; sponsorship invitation, negotiation and services; advertising areas and theatre facilities rental; as well as programme websites development.

"We are very pleased to announce the promotion of Zhang Xiaoding and Xu Yin, both in their mid 30's", said Dr Fang Shizhong, President of SGT, "The appointment of these two young ladies confirms our commitment to long-term development and will enhance our capability in important areas such as programming and marketing. Their extended responsibilities will be fundamental to achieving our objectives."



*Zhang Xiaoding (left) and Xu Yin (right)*