

## **Maria Watson**

### **University of Southern California**

Maria Watson is Associate Vice President for Development at the University of Southern California (USC), in support of the University's historic \$6 billion campaign, *Fas Regna Trojae*. She leads the university's regional advancement offices in New York and San Francisco, and working closely with the Deans and Chief Development Officers of USC's five professional art schools leads the fundraising strategy for the overall arts initiatives: School of Architecture, School of Dramatic Arts, Kaufman School of Dance, Roski School of Art and Design, Thornton School of Music, along with Classical radio KUSC/KDFC, and USC's libraries and family of museums

She was promoted to AVP of Development in 2014 after her successful tenure building philanthropic support for the University throughout the Northeast as the inaugural director of USC's New York Advancement office since 2011.

Watson brings twenty years of experience in the non-profit sectors in fundraising, marketing and public relations. Prior to the University of Southern California, she served as the Chief Development Officer for WFUV Public Radio, Fordham University in New York. During the course of her career, Watson held a number of senior positions in management, fundraising and marketing at the New World Symphony and Brooklyn Philharmonic. She spent seven years in marketing, ultimately as Director of Marketing and Communications for The Chamber Music Society of Lincoln Center. Her career began in development positions at the National Endowment for the Arts.

A native New Yorker, Watson earned a bachelor of musical arts degree from the University of Michigan in Ann Arbor on merit scholarship. A lifelong champion of new music, Watson is a member of the Board of Directors for the American Composers Orchestra.

An avid motorcyclist, she is a proud Ducatista on the street and track.