

# Julia Erickson

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## PROFILE

A professional artist with a career spanning 25 years. Passionate about dance and the opportunities to expand its potential and relevancy from a background as an inspired artist and leader with a unique perspective and experience.

## BACKGROUND AND EXPERIENCE – PRESENT

### REHEARSAL DIRECTOR/BALLET MASTER – Alonzo King LINES Ballet

2022 to Present

Direct and supervise all company rehearsals and classes at the company's home studio and on tour to ensure the smooth running of day-to-day operations and performances. This includes teaching, rehearsing, and preparing the dancers for all productions and performances, monitoring dancers work, attendance, standards, motivation, and well-being, maintaining overall artistic quality of performances while on tour and in San Francisco, organize casting and casting changes, preparing daily/weekly schedules, recruiting and auditioning new talent, and working closely with Alonzo King and the production team to build new work and present repertoire.

### REPETITEUR – Annabelle Lopez Ochoa

2022 to Present

Staged multiple works for Annabelle Lopez Ochoa

*Shibuya Blues*—Point Park University, September 2022; (Indiana University Fall 2023)

*Rondo Ma Non Troppo*—Chamber Dance Project, January 2023

Excerpts: *Written and Forgotten*; *Guernica*—Pittsburgh Ballet Theatre, May 2023

Rehearsal Director, Jacob's Pillow Contemporary Ballet Program—June 2023

### DANCE FACULTY – Point Park University Conservatory of Performing Arts

2019 to Present

Invited to teach master classes then joined the part-time dance faculty – now teaching daily since August 2020. Primary responsibility has included teaching ballet technique and pointework along with mentoring the Ballet Concentration upperclassmen as they seek professional careers, and additionally participating in PPU's mental health training for dancers through Minding The Gap.

### COLLABORATOR– Minding The Gap

2021 to Present

Collaborate with this social good company which develops mental health awareness training programs for dance organizations. Acted as liaison and co-facilitator for support discussions during program implementation at Louisville Ballet.

### REHEARSAL DIRECTOR and DANCER – Chamber Dance Project

2018 to 2023

A Washington, DC-based organization directed by Diane Coburn Bruning committed to commissioning and performing new works (by artists such as Annabelle Lopez Ochoa, Tommie Waheed, Alejandro Cerrudo, Claudia Schreier, Christian Denice) to live music. Responsibilities include the staging of works from creation to performance, managing scheduling and overseeing the rehearsal process, administrative coordination and delegation, coaching, and teaching company class.

### CHOREOGRAPHER – Independent

2016 to Present

Recent works include:

- Confluence Ballet, "*Piatina*" – 2022. Commissioned to create work for the company's inaugural season finale at the Kelly Strayhorn Theater and also as part of PBT's Open Air Program Series.
- Parsakian Presents, "*Mutual Arising*" – 2021. Presented as part of PBT's Open Air Program Series.
- West Point Ballet, "*Retrospectiva*" – 2021.
- Ashley Boudier Project, "*Her Beracuse*" – 2019. Commissioned for ABP Gala, featuring all female artists.
- pearlPRESENTS, "*NoYou*" – 2019. Commissioned for Staycee Pearl's Pittsburgh dance festival.
- Pittsburgh Ballet Theatre, "*l*" – 2018
- Pittsburgh Ballet Theatre, "*Demon Hostess*" – 2017

Firsthand experience in all technical aspects of mounting a production – lighting and production design, sound, crew, etc.

### REHEARSAL DIRECTOR, TEACHER, and MENTOR – Independent

2004 to Present

Teach, rehearse, coach and mentor young dancers with several ongoing engagements as rehearsal director and teacher for independent ballet schools, and frequently engaged to guest teach master classes.

- Jacob's Pillow (June 2023), Central Pennsylvania Youth Ballet (July 2023), The Ballet Alliance, Ballet Academy of Pittsburgh (PA), The Tallahassee Ballet (FL), Ballet Conservatory West (CA), Ballet In The City (OH), Skye Ballet Center (VA), Brass City Ballet (CT), Patterson School of Ballet (PA), Brandywine Ballet (PA), Olympia Dance Festival (WA)

**GUEST ARTIST – Alonzo King LINES Ballet**

**2019 to 2020**

Invited to join this iconic ballet company for two 6-week European tours in 2019 and 2020. The mission of AKLB is to nurture artistry and the development of creative expression in dance, through collaboration, performance, and education. Significantly broadened my perspective on the ballet world, its models, and its potentials by working under Alonzo King, widely considered one of the preeminent POC dance innovators. Additionally, completed a research project in collaboration with the theater department at the University of Pittsburgh comparing artistic management and leadership style.

**ARTISTIC ADVISOR – Rochester City Ballet**

**2019 to 2020**

Hired by RCB, a \$1.2M budget professional company, in March of 2019 to take the reins amidst a leadership crisis and create the company's first full-length *Sleeping Beauty*.

- Retrofitted and staged *Sleeping Beauty* for a 16-person company in 4 weeks.
- Managed entire rehearsal process and successfully mounted four different performance casts.
- Oversaw the wardrobe department's creation of all new costumes.
- Oversaw the development and arranging of musical score.
- Led organization in crisis to a place of high morale, and to its biggest production successes through thoughtful, methodical and creative leadership.

Continued to act in an advisory capacity with multiple levels of RCB leadership as they reestablished organizational security post-*Sleeping Beauty*.

**DANCER – Barak Ballet**

**2017 to 2020**

Los Angeles-based company, directed by NYCB alumna Melissa Barak which creates boundary-pushing collaborative new works in contemporary classical ballet. Involved in the creation of new works by choreographers including Melissa Barak, Darrell Moultrie, Ma Cong, Andi Schermoly, Nicolas Blanc, and a short film choreographed by Danielle Rowe featured in the San Francisco Dance Film Festival in November 2019.

**President, BOARD OF DIRECTORS – Oakland Planning and Development Corporation**

**2015 to 2020**

Elected Board President in June 2018. This non-profit organization promotes affordable living and mentorship/career advancement opportunities for underprivileged and at-risk youth in Oakland, Pittsburgh. OPDC's *School2Career* program created multiple mentored work opportunities and internships at PBT. BOD responsibilities included serving on the Real Estate, Finance, Governance, and Fundraising committees, negotiating with institutions, foundations, and developers, and strategic plan development.

**PRINCIPAL DANCER – Pittsburgh Ballet Theatre**

**2001 to 2018**

Joined PBT in 2001, promoted to Soloist in 2004 then to Principal Dancer in 2009 – one of the longest tenured Principal Dancers in PBT's 50-year history. Additionally, involved with many areas of the organization and the community that supports it.

**Artistic**

- Danced principal roles in PBT's repertoire. A complete performance resume is available upon request.
- Staged and choreographed multiple works for the company, school, and The Dancers' Trust Fund annual gala. A complete list of original works is available upon request.
- Taught multiple levels of students for the ISP and year-round curriculum – ballet, pointe, partnering, variations and repertoire, master classes, Pilates Mat, and conditioning.

**Marketing and Development**

- Contributed to marketing and development in collaboration with PBT administrative staff through community engagement initiatives.
- **Pittsburgh Steelers cancer research benefit, 2016** – Conceived and orchestrated this innovative joint venture between Pittsburgh Ballet Theatre and the Pittsburgh Steelers which culminated in a multidimensional performance featuring PBT and PBTS dancers and Steelers players, *Rock Steelers Style*. This was the first connection between PBT and the Steelers organizations that resulted in a large donation to PBT and created a strong ongoing relationship.
- **Committee Member, PBT's Pointe in Time Ball Planning Committee, 2016** – Collaborated on plans for PBT's largest annual fundraising event as a member of this committee.
- **Development** – Spokesperson for the organization on a development trip to West Palm Beach in March 2019.

## Organizational Strategy

- **PBT's Capital Campaign Committee, 2015 to 2018** – Invited to join PBT's comprehensive \$21 million multi-phase Capital Campaign as the sole dancer representative.
- **PBT's Strategic Planning Committee, 2015 to 2016** – Invited to provide holistic input and perspective as a leader among the dancers, with deep institutional knowledge, and understanding of the industry and the local arts community and its market opportunities.
- **American Guild of Musical Artists, Delegate, 2005 to 2006** – Took an active role in negotiating CBA, and served as a liaison between the dancers and the administrative staff throughout my tenure.
- **Liaison between PBT dancers and Simon Sinek** – Responsible for interdepartmental communication following strategic planning sessions with Simon Sinek, author of *Start With Why* and *Leaders Eat Last*.

## CO-FOUNDER and PRESIDENT – Barre LLC

2010 to 2015

A mission driven health and wellness company grown out of a kitchen project into a consumer goods company with national and international distribution in the natural foods, dance and fitness markets offering a full product line including nutrition bars (Barre real food bars) and branded apparel. Co-founded, operated, and raised all funding.

- Raised all seed funding and grew revenue 100% in each year of operations.
- Responsible for company marketing, finance, strategy, reporting (balance sheet and P&L).
- Grew distribution throughout North America (including 31 Whole Foods Markets) and internationally.
- Managed a team of 8 direct reports: Operations, Sales, Marketing.
- Developed and implemented a cross-marketing strategy with PBT resulting in significant increases in social media traffic for both brands.

Relevant links:

- [www.entrepreneur.com/article/224456](http://www.entrepreneur.com/article/224456)
- [www.dancespirit.com/whos-hot/branch-out/raising-the-barre-on-studio-snacks/](http://www.dancespirit.com/whos-hot/branch-out/raising-the-barre-on-studio-snacks/)
- [www.danceinforma.com/2013/01/07/from-the-ballet-barre-to-real-food-barre-two-dancers-entrepreneurial-success/](http://www.danceinforma.com/2013/01/07/from-the-ballet-barre-to-real-food-barre-two-dancers-entrepreneurial-success/)

## CORPS DE BALLET – Texas Ballet Theater (Ft. Worth/Dallas Ballet)

1999 to 2001

- Performed corps and soloist roles in a wide variety of ballets from classical to contemporary.
- Participated in telemarketing ticket sales—led sales.

NOTABLE

## Selected Publications

*Dance Magazine*

- [Julia Erickson's 6 Pieces of Unsolicited Advice to Hack Your Overactive Ballet Brain](#), October 2018
- *Why I Dance*, November 2009

*Huffington Post* – Blog contributor aimed at enlightening the public through discussion of topics that highlight the commonalities between ballet and everyday life.

- [Break the Rules Like a Ballerina: 4 Ways to Break Through](#)
- [The Black Swan Effect](#)
- [5 Ways Thinking Like a Ballerina Can Bring Balance to Your Life](#)

## Awards/Accolades

- **Gaynor Minden Artist** – ambassador for this brand of pointe shoes.
- **Brazzy Award** recipient for outstanding female dancer 2014.
- **University of Pittsburgh College of General Studies Leviston Endowment Scholarship** recipient for academic achievement, multiple years.
- **University of Pittsburgh University Scholar**, Dean's List multiple years.
- Member of the **Golden Key Honors Society**.
- **Athena Award** for outstanding female leadership Nominee, 2011.
- *Pittsburgh Magazine* "**40 Under 40**" award recipient, 2015.

#### EDUCATION

**University of Pittsburgh, College of Arts and Sciences**, Pittsburgh, PA

BA, Political Science and Business GPA 4.0.

**Pacific Northwest Ballet School**, Seattle, WA

**San Francisco Ballet School**, San Francisco, CA

**The Bush School**, Seattle, WA

#### CERTIFICATIONS and TRAININGS

- **Certified in Mental Health First Aid**
- **Cultivating Better Tomorrows – Cultural Awareness for Dance Educators**