

The Fenway Alliance has promoted former Assistant Director, Genevieve Day, to the position of Co-Executive Director. Day's promotion marks the first time in the organization's history that it will be led by two women.

Established in 1977, The Alliance is a 'consortium' of 22 cultural and academic institutions in Fenway. The group works closely with the city and government agencies in the development of the Avenue of the Arts and The Fenway Cultural District.

The organization cites its mission to "create innovative and relevant programming that supports local artists and entrepreneurs while allowing improved access to the unique offerings of the Fenway to the greater public."

Day has worked for The Fenway Alliance since May 2019, having held the role of Assistant Director all three years. Her promotion to Co-Executive Director elevates her to a position parallel to that of her long-time boss, Executive Director Kelly Brilliant. Brilliant has led the organization for over 16 years.

"This new partnership will allow us both to have a say in the budget process and longer-term projects. I am looking forward to working with Kelly in this new role as it will allow us to further the mission of the organization and increase our capacity to serve our membership," said Day.

Brilliant suggested the idea of advancing Day's professional role to the Fenway Alliance Executive Leadership Committee, which then posed the idea to the Board of Directors at the beginning of 2022. The Board unanimously approved Day's promotion on September 14.

"This is an opportunity to secure the long-term sustainability of our important community work and direct service to members," Brilliant said.

"Currently, joint leadership is much discussed and generally affirmed in the nonprofit sector. However, throughout history women have led in different, often more equitable and collaborative ways. Genevieve and I are proud to be a part of that tradition and more recent movement."

After working under Brilliant for a few years, Day expressed her enthusiasm to join alongside her former boss.

"This co-leadership model only works when there is a real sense of shared purpose and a good working relationship, which Kelly and I have together," said Day.

"I am appreciative of the vision and support of the Board in this new venture and confident that with our new cooperative partnership we will continue to serve as leaders to our Fenway Alliance community in creative, collaborative and meaningful ways."

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