

AMY WEINSTEIN



CEO AND FOUNDER OF STUDENTSLIVE, A GLOBAL ARTS EDUCATION ORGANIZATION FOUNDER AND ARTISTIC DIRECTOR OF PASSPORT TO BROADWAY INTERNATIONAL CEO AND FOUNDER OF CCL, CREATIVE CORPORATE LEADERS

Amy Weinstein is the CEO and Founder of *StudentsLive, A Global Broadway Education Company* and *CCL, Creative Corporate Leaders* for the past 22 years and more recently Artistic Director of Sister Company, *Passport to Broadway International*. Starting literally with just an idea, StudentsLive grew into one of the world's most significant theater education programs attracting over 350,000 students worldwide with an annual budget of over 1 million dollars and annual international programs engaging organizations from Brazil, South Korea, Italy, China, Guatemala, Indonesia and Japan. After 20 years of growth, it now boasts partnerships with virtually every single hit Broadway show, endorsements from America's political, cultural, and artistic leaders, alliances with foreign governments, foundations, corporations and arts education programs, and a proven track record of financial sustainability. Most importantly, tens of thousands of young people and lifelong learners of all ages across the globe have been touched by Amy Weinstein's work – the ultimate measure of success.

Her entire career up to this point has been dedicated to serving and developing her passion for arts education. As early as High School, she was drawn to both leadership and the arts. Young as she was at the time, she knew that she wanted to share the magic and the power of theater with as many people as possible. Graduating from New York University with a degree in theater and communication, she began her work early on as a theatrical talent agent and casting director in Hollywood. Due to her expertise and comprehensive focus on education, she was asked to teach acting to at-risk teenagers with Jean Stapleton's foundation, **The Academy of Performing and Visual Arts** in East Los Angeles. Out of her work with these artistically talented and gifted young people, she co-wrote with Annette Cardona (Cha in the movie *Grease*) and directed a musical play entitled *Second Chance*, which toured as an Equity TYA contract to over 350,000 students in California and surrounding states. National mental health experts recognized the play as an inspirational arts model for crisis intervention, and interpersonal issues amongst teenagers at risk throughout the country. WGBH/PBS was so impressed with the play they commissioned it for adaptation to teleplay in 1996. Ms. Weinstein served as a producer on the project. She also traveled and spoke internationally to world class competitive athletes, teaching presentation and interpretative performance skills. Ms. Weinstein continued her work in the New York area as an improvisation and acting teacher at the **American Musical and Dramatic Academy** as a senior member of the faculty, directing graduation showcases for international musical theater students from around the world.

She was soon after hired as education director by **Tony Randall's** Not-For-Profit Broadway Tony Award Nominated **National Actors Theater**. With NAT for eight years, Ms. Weinstein created study guides, workshops and led professional development training for Applied Theater majors in conjunction with NAT's Broadway shows for 46 New York City Public Schools specially selected to receive, free of cost, NAT's education programs and to experience the classics on Broadway. Recent shows included, *The Resistible Rise of Arturo Ui*, starring **Al Pacino** *Judgment at Nuremberg*, starring Maximillian Schell, *The Gin Game*, starring Charles Durning and Julie Harris and *Night Must Fall* starring Matthew Broderick. She hired, trained and developed programs with and for experienced teaching artists and professionals in the theater, education and film communities and built bridges for students in underserved New York to experience the comprehensive, interdisciplinary, social, cultural, political and personal values of theater.

Corporate Creative Leaders, a division of **StudentsLive**, has been developing and creating Award-Winning Corporate Programs since 2015. Most recently, CCL produced a Corporate "Edutainment" Event with the International Beauty Brand "**Fresh**". This successful program was a highlight of their annual staff week and included a custom designed "Team Building Workshop" and Broadway Show excursion.

She currently works full time overseeing **StudentsLive, Passport to Broadway and Creative Corporate Leaders** wearing multiple hats as Producer, Director and CEO. She travels internationally with her creative teams to ensure the workshops reflect the finest standards and vision from the top down. She also continues writing, directing and producing both On and Off-Broadway and for television and created **StudentsLive, Inc.** for the sole purpose of facilitating the large demand for her programs and services. Her talented staff consists of two or three marketing specialists, program directors, college and high school interns, and a large cadre of volunteers in the theater and education communities. She has designed implemented, supervised and trained corporate leaders, teachers and artists in educational and corporate programming curricula worldwide from theatre and dance academy students in China, to professional performers in Indonesia, to elementary school theatre curricula programs in the Bronx, New York, to MFA students and professors in New York and San Diego to international students and schools around the globe travelling to the United States for International Broadway Musical Theater Intensives. Her programs have gained national print and electronic press attention including **Court TV, CNN, The New York Times, ABC, NBC, CBS** and various local media outlets for their educational, entertaining and artistic value. Her excellent relationship with leaders in the cultural, social and political communities has helped tie the Broadway community into new audiences, greater revenue and inspire a greater understanding of the importance of theater arts in everyone's lives.

Amy also offers private audition coaching and she has taught notable professionals including Jesse Tyler Ferguson from TV's "**Modern Family**", Christopher Jackson from Broadway's **Lion King, In The Heights** and **Hamilton** and TV's "**Bull**", Lala Karmela a well-known film star in Indonesia and members of the sensational world renowned pop group **AKB48** from Japan. She has also collaborated with top Broadway, theater, film and television professionals such as Al Pacino, Charles Durning, Billy Crudup, Reba McIntyre and more. Amy's education work has been recognized by social and political leaders such as the Mayors of New York and Los Angeles, Former President Bill Clinton and Former Secretary of State Hilary Clinton, and highly reputable top social and civic leaders throughout the world. Amy has also worked closely with top Broadway Producers of Broadway Hits such as **Rent, Chicago, Annie Get Your Gun, Peter Pan, Matilda** and **Wicked**.

She supports the values and philosophy that provide a context, through artistic connections to the human experience, and believes that the best theater experiences and studies should spark passion and inspiration, motivate creative thinking and enrich and transform the human experience in a rich, incandescent, diverse and highly multi-disciplinary environment.