

# NORTHROP

UNIVERSITY OF MINNESOTA

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## **Northrop at the University of Minnesota welcomes new Director of Development Cynthia Betz**

FOR IMMEDIATE RELEASE

Minneapolis, MN (August 30, 2016) – Northrop is pleased to welcome Cynthia Betz to its leadership team, assuming the role of Director of Development and working to advance Northrop’s mission and ensure its vibrancy for generations to come.

Bringing with her not only a passion for dance and the performing arts, but also a solid track record in fundraising and development spanning decades of professional experience, Betz’s background makes her an exceptional addition to the Northrop team.

Of the hire, Northrop Director Christine Tschida said, “I am thrilled to welcome Cynthia Betz to the Northrop team. Her extensive background in dance, coupled with her impressive fundraising credentials, make her the ideal person to lead Northrop’s Development efforts.”

Betz’s love for the arts started at a young age after seeing her first ballet performance at Northrop. She danced professionally with Grand Rapids Civic Ballet in Grand Rapids, Michigan before helping to establish Ballet Minnesota, Inc., a Saint Paul-based performing arts dance company, in 1990. She served as Executive Director of the company for over fifteen years.

Prior to her position at Northrop, Betz served as the Director of Development with Minnesota Adult & Teen Challenge where she oversaw the advancement of support for substance abuse treatment programs and established the Women’s Impact Foundation, an auxiliary fundraising group that supports treatment programs for teens.

Betz resides in Saint Paul with her husband and enjoys her family of four children and two grandchildren.

### **NORTHROP AT THE UNIVERSITY OF MINNESOTA**

Northrop is an epicenter of discovery and transformation that connects the University of Minnesota and communities beyond by celebrating innovation in the arts, performance, and academics.