



**Director
of the Jazz
Heritage
Center**

Em Johnson Interest Real Estate Development

Peter Fitzsimmons

Mr. Fitzsimmons is the Executive Director of the Jazz Heritage Center, (JHC), a nonprofit organization, developed by Em Johnson Interest as part of the Fillmore Heritage Center mixed-use project, which was recently completed in San Francisco. Mr. Fitzsimmons is responsible for the initial programming and fundraising, and manages the day to day operations of the JHC Lush Life Art Gallery, the Take Five Gift Shop, the JHC Public Lobby Interactive Display area and the JHC Screening / Presentation Room. Mr. Fitzsimmons also consulted on the acquisition of the permanent Art Collection displayed throughout the public and private areas of the Fillmore Heritage Center. Mr. Fitzsimmons also managed the design and acquisition of the outdoor "Public Art Panels", which are large, 10'x10' scrolling, backlit images of jazz icons incorporated into the exterior façade of the building. He is also responsible for the design, placement and content of the interactive JHC Public Lobby Educational Kiosks, Video Wall "Origins of San Francisco Jazz and Fillmore's Multi-Cultural Milestone" Timeline and the Jazz Memorabilia / Artifact Display cases which are under development.

Mr. Fitzsimmons brings to the Fillmore Heritage Center a comprehensive history of business experience. From 2001 through 2005, Mr. Fitzsimmons was VP of Sales for Swing Solutions, a high tech Digital Motion Capture Hardware & Software Enterprise for all Sport and Golf Related Industries. Mr. Fitzsimmons oversaw National & International Sales, Distribution, Implementation of New Product Marketing Strategies and Developed Internet Distance Learning & E-commerce.

From 1993 through 2001, Mr. Fitzsimmons trained as an art consultant at San Francisco's Circle Gallery and excelled as the Director of San Francisco's Richard MacDonald Galleries. During his tenure as a gallery director, Mr. Fitzsimmons was responsible for Sales, Events, Staffing, Marketing, Publications/Newsletters and Community Outreach. Mr. Fitzsimmons was also instrumental in organizing and hosting Civic Events including the Mayor Willie L. Brown Jr. "Bust" unveiling and dedication in the San Francisco Mayor's Chambers at City Hall. Mr. Fitzsimmons has also been a key Bay Area figure in implementing Fund Raising Events, Training Art Consultants, Opening New Gallery Venues, Scheduling Artist Receptions, Designing Gallery Layouts, and Contracting New Artists for Representation.

Mr. Fitzsimmons is a native San Franciscan, and earned his B.A. in Literature and Theater at the University of California at Santa Cruz. Mr. Fitzsimmons is the son of San Francisco's Jazz Heritage Pioneer, Trumpeter, F. Allen Smith. He is a dedicated jazz fan and founding member of Patricia Nacey's "Friends Of Jazz" whose mission is to foster and promote awareness of America's original music known as jazz. Mr. Fitzsimmons is also a gifted entertainer and public speaker, performing as the Master Of Ceremonies for the "Living Legends" Jazz Concert Series 1995 – 2000. He has also starred and appeared as a featured actor in Episodic Television, Movies and Theater, and narrated the Award Winning Documentary, "The Legend Of Bop City" featuring a cinematic presentation of San Francisco Jazz History.

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