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Dr. Zannie Voss is Director of SMU DataArts | National Center for Arts Research and Professor of Arts Management in SMU's Meadows School of the Arts and the Cox School of Business. Previously she was Chair of Arts Management at SMU, a Professor at Duke University and Producing Director of Theater Previews at Duke. She co-authored *Orchestra Facts 2006-2014* for the League of American Orchestras and has co-authored *Theatre Facts* for Theatre Communications Group since 1998. Her published research appears in over a dozen journals. She serves on the boards of the International Association of Arts and Cultural Management, TRG Arts, and TACA, and she is a member of the American Academy of Arts and Science's Commission on the Arts.