

HELEN BRADY: SALES DIVA AT BOSTON SYMPHONY HALL



A leader in Boston's travel and tourism industry for the past two decades, Helen Brady is Director of Group Sales at Boston Symphony Hall, where she works with school groups, corporate event planners and convention groups who want to experience the renowned Boston Symphony Orchestra and Boston Pops.

A graduate of UMass/Amherst and mother of four children, Helen and her husband are also long-time fans of the New England Patriots. Like Patriot quarterback Tom Brady (no relation), Helen has a winning record at Symphony Hall.

What's the best part of your job?

The best part of my job is working in a building called Boston Symphony Hall. It is truly a magical place and I have been fortunate enough to call it my second home for over 20 years. The day-to-day operations of such a magnificent orchestra never grow old. I have so much respect for our maestros James Levine and Keith Lockhart and of course our amazing ensemble of the best musicians in the world. So to be honest with you, there is no one part that is better, it's all good.

You've developed a musical program for tour groups and school groups coming to Boston - how does that work?

We offer an array of programs to suit just about any group profile. For our student groups we offer Master Classes and workshops which are headed by a BSO musician. And we work with domestic and international tour operators to produce custom tailored programs developed for their specific needs.

What about yourself - do you play an instrument or sing?

I must confess that I have no musical talent, but man can I dance. However, my four children all seem to have a knack for music. We have a cellist, a pianist, and a flutist. My husband was in a Boston-based Indie band that had some success and he is a lyricist and guitarist. My dream is that we get a bus and paint it different colors and hit the road...sound familiar? Oh, wrong family....we're the Bradys not the Partridge family.

Any favorite performers you've seen at Symphony Hall which stand out in your memory?

Over the years I have seen some of the most amazing soloists, such as Yo Yo Ma, James Galway, Sting and Josh Grobin, but I have to say my all time favorite has to be Bono. He performed with the Boston Pops in 2004 at Symphony Hall and did the coolest version of Pride that I have ever heard. I remember being at the sound check sitting a few feet away and calling all my friends to listen in. What a memorable night that was.

*Boston Symphony Hall
301 Massachusetts Avenue
Boston MA 02115
1 888 266-1200 | BSO.org*