



TONY KISER

ABOUT

Tony Kiser (born Anthony Clarke Milholland Kiser, December 30, 1948 in Chicago, Illinois) has had multiple career paths: book editor, publisher, marketing executive, television producer, off-Broadway theater producer and philanthropist.

EARLY LIFE AND EDUCATION

Kiser was born in Chicago, Illinois, the second son of John William Kiser, Jr. and Anne Milholland Kiser. After moving with his family to New York City in 1952, following the death of his mother, he enrolled at The Buckley School in New York City, then at St. Paul's School in Concord, NH, where he was a boarding student from 1962 to 1967. He attended the University of North Carolina at Chapel Hill from 1967 to 1971, receiving a Bachelor of Arts degree in English Literature. He attended New York University in New York City from 1973 to 1974, to study dramatic literature.

TELEVISION PRODUCER

From 1974 to 1980 Kiser worked at MCA television as an associate producer and producer of prime time shows produced by Universal Television. He started his career in TV working as the producer's assistant on the ABC network mini-series *Rich Man, Poor Man*. He was the associate producer of two NBC Sunday Night Mystery Movie programs: "Macmillan and Wife," starring Rock Hudson; and "Columbo" starring Peter Falk. He was also a producer of the mini-series "The Contender," starring Mark Singer.

PHILANTHROPY/WILLIAM AND MARY GREVE FOUNDATION

From 1974 to the present, Kiser has served as President of the William and Mary Greve Foundation, a private family foundation that supports environmental programs, public education, performing arts (notably New York City's Second Stage Theater), urban planning, and interfaith organizations that promote religious tolerance between the Muslim and non-Muslim communities. The Greve Foundation was established in 1968 by Kiser's grandmother, Mary P. Greve, and was funded at her death in 1974.

Kiser has been a trustee of the Second Stage Theater in New York City since 1981. He has served as both a Chairman and a Co-chairman of its Board of Directors. Second Stage was founded in 1979 to present new American plays and revivals of contemporary American plays. It has produced works by Michael Weller, Tina Howe, Lanford Wilson, Lynn Nottage, Kenneth Lonergan, Tracey Letts and many others. *Dear Evan Hansen* and *Next to Normal* were Second Stage presentations before transferring to Broadway for commercial runs. In 1999, Kiser assisted the Second Stage's move into a former bank building on West 43rd Street. The space was gutted and then redesigned by the Dutch architect Rem Koolhaas. In 2011, the theater was named the Tony Kiser Theater.

Kiser has for many years supported Nature Conservancy projects. He has been a trustee of both its Long Island and Montana Chapters. Of special interest to Kiser was the TNC's initiative to preserve Montana's Rocky Mountain Front, the 40-mile-wide convergence of the mountain and prairie landscapes running from the Blackfoot Indian Reservation in northern Montana to the southern end of the Flathead National Forest.

The Conservancy collaborated with local ranchers to preserve the Front's biological richness by preventing subdivision and development of open ranch lands by real estate interests and oil and gas companies.

Kiser was a trustee of New York City's Municipal Art Society from 1990-2010, serving as both chairman of the nominating committee and subsequently chairman of its Executive Committee. In these roles he was involved in the formation of significant urban policy issues, including the introduction of new zoning restrictions to prevent the construction of high-rise buildings in East-West mid-block locations.

In 2010, Kiser and the Greve Foundation were instrumental in supporting the Land Trust Alliance's accreditation program, designed to professionalize the LTA's operating standards to comply with Internal Revenue Service requirements.

TAKE THE FIELD

In 2000, Kiser, along with New York City's former Chairman of the Urban Development Corporation Richard Kahan and Bob Tisch, the co-owner of the New York Giants created a public-private partnership, Take the Field. Over the next five years, Take the Field rebuilt 43 public high school athletic fields in all five boroughs of New York City. Take the Field raised \$133 million from the private and public sectors to achieve its capital budget goal, leveraging private sector funding with a three-to-one match from the City of New York. These fields are still in service today and annually provide sports and recreation space for hundreds of thousands of schoolchildren and local citizens.

Kiser also serves on the President's Council of the Peconic Land Trust in Southampton, NY, and he currently serves on the board of the Urban Assembly, an organization that manages a network of 21 public schools in all five boroughs of New York City.

WHITTLE COMMUNICATIONS

From 1987 to 1994, Kiser worked for Knoxville, Tennessee-based Whittle Communications. While employed as an executive vice president for the company, he developed an innovative book-publishing program for a variety of "targeted" audiences: physicians, CEOs, and policy makers. The books were distributed by controlled-circulation and supported by advertisers. FedEx was the first sponsor of the publishing program, paying for the distribution of each book to more than 300,000 readers. Many of the titles were subsequently licensed and reissued by W.W. Norton. These titles include: *Life After Television* by George Gilder; *A Short History of Financial Euphoria* by John Kenneth Galbraith; and *The Disuniting of America* by Arthur Schlesinger. Other Whittle authors included David Halberstam, James Atlas, Michael Lewis, and George Plimpton.

Literary and media critics objected to the inclusion of advertising in the controlled circulation editions, saying that book publishing should be a "pure" medium free of ad pages. This controversy generated the unintended benefit of publicity for the publishing program.

OTHER BUSINESS VENTURES

After leaving Whittle Communications, Kiser worked for Philips Electronics to develop a "closed network" computer desk top system called the Supermarket Trade Network (STN), which provided a platform for the buying and selling of products (SKUs) between supermarket retailers and grocery manufacturers.

PERSONAL LIFE

Kiser has one daughter, Maisie Kiser. He is married to Lisa Atkin.