

## 2024 Power 100: Lisa Fiorentino



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Lisa Fiorentino

By Emily Micucci

**L**isa Fiorentino leads Central Massachusetts' performing arts gem, Groton Hill Music Center, home of a new, 1,000-seat concert hall and music education facility featuring two world-class stages and 35 classrooms in the 126,000-square-foot venue. The project has been transformative for 39-year-old nonprofit, formerly named Indian Hill Music.

### **Lisa Fiorentino**

#### **Title**

CEO

#### **Company**

Groton Hill Music Center, in Groton

#### **Employees**

28

#### **Residence**

Groton

#### **Colleges**

Merrimack College, Bentley University

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In 2022, the organization had grown to \$210 million in assets, according to an Internal Revenue Service filing, making it the largest cultural nonprofit in the region. Opened in September 2022, the center is home to the Vista Philharmonic Orchestra and has presented multiple national acts, including LeAnn Rimes, Leslie Odom, Jr., and Bela Fleck. The venue and school rebranded from the Indian Hill and relocated to the 110-acre property that was once an apple orchard.

Groton Hill brings more than 50 concerts to Groton and serves more than 2,000 students annually. Opening the facility, sustainably built of wood and stone to blend with the natural beauty of the grounds, was the opportunity of a lifetime for Fiorentino. The project was eight years in the making and made possible by a major private donor who approached the nonprofit with the idea.

Fiorentino cut her teeth in the tech industry and ultimately led Westford-based NetScout Systems through an IPO as vice president of finance and administration before entering the nonprofit world in 2008. She joined Indian Hill as director of finance, before rising to chief operating officer in 2014 and then CEO in 2019. "Our building, concerts, education, and outreach are all amazing, but it's the people that truly make Groton Hill a success," Fiorentino said.