

Director of Marketing & Communications

Sergio Antonio Garcia's professional career in theatre spans over 16 years. He graduated in 1999 with a BFA in Music Education and Choral Studies from the University of Texas in Denton, TX. After graduating, he was accepted to the American Musical & Dramatic Academy in New York, NY on scholarship where he trained with working Broadway professionals to hone his skills in musical theatre. While in New York, Sergio performed “The Perfect Storm” by Aaron Copeland for the Aaron Copeland Historic Society. He then returned to Dallas in 2000 where he then started to work professionally in the Dallas theatre scene. Since his return in 2000, he has worked as a teaching artist and in arts administration for over a decade while performing for notable theatres such as Casa Manana, Theatre Three, Uptown Players, ICT Mainstage, Lyric Stage, and Water Tower Theatre. After a being the Director of Education for BATC in 2016, Sergio transitioned into Marketing and Communications. As the Director of Marketing and Communications, Sergio is excited to bring all his passion for the arts and his love for the community to create lasting relationships and partnerships for Bishop Arts Theatre Center. It was a natural transition for him and he is looking forward to bringing Bishop Arts Theatre into the forefront of the Dallas theatre scene and to the Oak Cliff communities.

