

Patricia Wilson Aden

As Vice President for Arts, Culture and Entertainment of Universal Companies, Patricia Wilson Aden is responsible for the conceptualization and implementation of the Philadelphia Entertainment and Economic Development Strategy. Her primary responsibilities include the development of the National Center for Rhythm and Blues, the restoration of the historic Royal Theater as the anchor of a proposed Entertainment District along Philadelphia's South Street, and the creation of a comprehensive media strategy to brand Philadelphia as "The Home of Rhythm and Blues."

Aden brings almost two decades of experience in using cultural resources to support economic development to her work with Universal. Her multi-disciplinary approach results from her work in non-profit management, heritage tourism, commercial district revitalization and historic preservation.

Before joining Universal Companies, Aden worked as a private consultant specializing in the development of heritage tourism programs to support neighborhood and regional development, and strategic planning for cultural organizations. Her clients included the Greater Philadelphia Tourism Marketing Corporation, the Avenue of the Arts, Inc. and the Multicultural Affairs Congress of the Philadelphia Convention and Visitors Bureau. She gained national experience in historic preservation and the mobilization of grassroots organizations, while Director of the Mid-Atlantic Regional Office of the National Trust for Historic Preservation and as the Executive Director of preservation advocacy organizations in both Philadelphia and Washington, D.C. In addition, Aden specialized in the revitalization of traditional urban commercial corridors in cities such as Boston, Atlanta, Detroit and Honolulu while working for the National Main Street Center. Aden began her career in Washington, D.C. as staff to the District's Historic Preservation Review Board.

Aden holds a B.A. in history from Spelman College and a M.A. in historic preservation planning from Cornell University.