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**SFMOMA APPOINTS MARNIE BURKE DE GUZMAN AS
DIRECTOR OF MARKETING AND AUDIENCE STRATEGY**

The San Francisco Museum of Modern Art (SFMOMA) is pleased to announce the appointment of Marnie Burke de Guzman as the museum's new director of marketing and audience strategy.

Burke de Guzman comes to SFMOMA most recently from One Economy, a global nonprofit that uses innovative approaches to deliver the power of technology and information to low-income people, giving them valuable tools for building better lives. At One Economy, she directed website development and market intelligence efforts, helping to create highly relevant and engaging local media properties on the West Coast, and spur innovation across the company. Prior to One Economy, Burke de Guzman was the director of external affairs at the UC Berkeley Art Museum & Pacific Film Archive (BAM/PFA) where, as a member of the senior management team, she oversaw marketing, publications, graphic design, and visitor services in addition to supporting efforts to plan a new facility for BAM/PFA and directing capital campaign communications.

"I am thrilled to welcome Marnie to our team," says SFMOMA Director Neal Benezra. "After an extensive national search, we went with someone right in our own backyard. Since the museum is celebrating its 75th anniversary next year, we are committed to strengthening our bond with both our local audience and the national arts community," he adds. "Marnie's in-depth knowledge of marketing and her passion for audience engagement makes her the perfect fit at this important milestone in our history."

Burke de Guzman specializes in strategic branding, marketing, program and content development, and community relations for nonprofit and cultural organizations. She brings to SFMOMA more than twenty years of experience helping cultural organizations such as the Walker Art Center and Bill T. Jones/Arnie Zane Dance Company better understand their audiences, engage stakeholders, and communicate with visitors more effectively through compelling programs and media content, outreach programs, and extensive audience research. She has developed a broad perspective on content and audience development issues through previous experience at Acoustiguide Worldwide, Inc. and Museum Management Consultants; by conducting extensive evaluation projects funded by The Bush Foundation, The Pew Charitable Trusts, and The Wallace Foundation; and as a cultural writer for newspapers such as the *San Francisco Examiner* and the *Boston Phoenix*.

Through her work with Museum Management Consultants on the evaluation of the Museum Collections Accessibility Initiative (an eight year audience-development project with thirty art museums across the country ,

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funded by the Wallace Foundation) and her research for BAM/PFA and the Walker Art Center for The Pew Charitable Trusts' Program for Art Museums and Communities, Burke de Guzman gained a national, long-term perspective on audience-related issues facing cultural institutions, as well as a thorough understanding of the role and practice of evaluation in nonprofits.

Burke de Guzman is also a trustee at the Headlands Center for the Arts, a member of ArtTable (an organization of women leaders in the visual arts), and an instructor of courses on strategic marketing for nonprofits. She holds a bachelor of science degree in journalism from Boston University, College of Communications, and is a master of arts degree candidate in art and religion at the Graduate Theological Union in Berkeley, California.

As director of marketing and audience strategy at SFMOMA, Burke de Guzman will be responsible for communications, visitor services, and institutional marketing programs and initiatives for building new audiences and generating revenue. In conjunction with the director of development, she will develop and maintain a cohesive strategy for external affairs that reflects the museum's vision. She will oversee all museum marketing and communications strategies, policies, and goals, and will be responsible for maintaining the artistic integrity of outreach efforts and promoting the intellectual values of the museum, and will serve as a member of the museum's senior management team.

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