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## **Asian Art Museum Appoints Yael Eytan as New Chief Marketing & Communications Officer**



SAN FRANCISCO, August 7, 2019 –The Asian Art Museum welcomes Yael Eytan to serve as its Chief Marketing & Communications Officer (CMCO), a newly created position spearheading the Marketing & Communications Division, which consists of the Marketing and Communications, Creative Services, Digital, and Exhibition Design departments.

As CMCO, Yael will join the museum’s Executive Team and report to Director & CEO Jay Xu. Her priorities—among other responsibilities—include: creating a strategic marketing and communications plan to build excitement for the forthcoming transformed museum experience; maximizing data capture and analysis to support strategic initiatives, including an upcoming round of intensive audience research; pioneering measurable strategies to drive earned revenue and increase engagement among local, regional and international audiences; and partnering with museum colleagues to develop visitor-centric programs and impactful communications for stakeholders.

“It is with both great pleasure and excitement that we welcome Yael—and her tremendous wealth of arts marketing experience—to our museum,” says Jay Xu, director and CEO of the Asian Art Museum. “She joins us at the best moment possible, when we are poised to reintroduce ourselves to audiences and communities throughout the Bay Area and around the world. Her insights and creativity will be essential as we unveil the major new Akiko Yamazaki and Jerry Yang Pavilion, featuring the East West Bank Art Terrace, and ensure that the transformation of our visitor experience is a highlight not only of 2020, but for many years to come.”

Yael comes to the Asian Art Museum from the Penn Museum (University of Pennsylvania Museum of Archaeology and Anthropology), where she oversaw marketing and communications efforts in support of new galleries and visitor amenities associated with the Museum's \$102 million Building Transformation campaign, the permanent collection, temporary exhibitions, and public programs.

“Joining the Asian Art Museum at this pivotal moment in the institution’s history is an honor and a professional privilege, and I can’t wait for visitors to experience the transformations that have already taken place and that are forthcoming,” says Yael. “Observing the deep connections the museum has nurtured between global audiences and the rich, diverse heritages of Asia is truly inspiring. I look forward to ensuring that this beacon of bridge-building and intercultural understanding shines even brighter in the years to come.”

Yael started her career in advertising and worked in account management at DDB Worldwide. Her passion for art and culture led her to the Art Institute of Chicago, where she oversaw marketing for the permanent collection, major exhibitions, education programs, and the opening of the 260,000 sq. ft. Modern Wing. Yael has also worked in marketing and communications positions at the National Museum of American Jewish History, Steppenwolf Theatre Company, and the University of Chicago’s Booth School of Business. She holds an AB from Brown University and has completed graduate and executive level coursework at the University of Chicago, Northwestern University, and the School of the Art Institute of Chicago.

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