

November 3, 2004

Contact:

Libby Garrison, 415.357.4177, lgarrison@sfmoma.org
Robyn Wise, 415.357.4176, rwise@sfmoma.org
Sandra Farish Sloan, 415.357.4174, ssloan@sfmoma.org

**SFMOMA APPOINTS DIRECTOR OF DEVELOPMENT AND
DIRECTOR OF MARKETING AND COMMUNICATIONS**

The San Francisco Museum of Modern Art (SFMOMA) is pleased to announce the appointment of W. John "J" Mullineaux as the Museum's new director of development and Nancy Price as director of marketing and communications.

Mullineaux comes to SFMOMA from San Francisco's Asian Art Museum, where he most recently served as director of resource development. Mullineaux commences his duties at SFMOMA on January 3, 2005. As director of development, Mullineaux will plan and direct a comprehensive program of fundraising for the Museum, including annual operations, exhibitions, endowment, and other special projects. He will oversee management of the Museum's development staff in individual giving; corporate, foundation and government support; planned giving; special events; membership; and endowment fundraising. He will also be responsible for the strategic advancement of the Museum's development efforts, participate directly in donor relationships, oversee long-range strategic fundraising initiatives, and participate in institutional policy making.

Mullineaux joined the Asian Art Museum in 1999 as director of development and was promoted to director of resource development in 2001. He managed the \$160 million new building campaign, which exceeded its goal by \$8.7 million. During his tenure, the Asian Art Museum successfully raised \$55 million for the New Asian Project, annual fund donations increased by \$4 million, and museum membership increased from 8,500 to 22,000.

Prior to working at the Asian Art Museum, Mullineaux served as director of development at the San Francisco Ballet; director of development and alumni relations at the Pacific Graduate School of Psychology, Palo Alto, California; and associate director of corporate relations for Columbia University, New York. He holds a master's degree in organizational psychology from Columbia University and a bachelor's degree in communications from the University of Washington, Seattle.

Price brings a world of private and public sector experience to her new role as SFMOMA's director of marketing and communications. Since graduating from Purdue University, she has held a succession of marketing and management positions in the private sector, and since 1994 she has directed the London Price Group, a San Francisco marketing consulting firm specializing in software services. Price has also developed long-range strategic plans, as well as marketing and development programs for a whole host of Bay Area visual arts and non-profit organizations. She is currently on the board of directors of Creativity Explored, an art center for developmentally disabled adults.

more

Price has been affiliated with SFMOMA in a number of capacities for many years. In 2002, she developed and implemented a plan to secure funding for the Museum's varied education programs working closely with the curator of education, the director of development, and the board education committee. She was instrumental in the launch and opening of the Koret Visitor Education Center, the Museum's groundbreaking educational facility, and is a longtime Museum docent. For the last several months, Price has been employed by SFMOMA as a consultant overseeing the marketing and audience development efforts. She also has been overseeing the Museum's visitor services program during the remodeling of the Walter and Evelyn Haas, Jr. Atrium and the implementation of the new ticket booths and ticketing system.

As director of marketing and communications, Price 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. Price also 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.

Both Mullineaux and Price will serve as members of the Museum's senior management team.

* * *

The San Francisco Museum of Modern Art is a private, not-for-profit institution supported by its members; individual contributors to Donor Circle; corporate and foundation support; foreign, federal, and state government grants; and admission revenues. Annual programming is sustained through the generosity of Grants for the Arts/San Francisco Hotel Tax Fund, The James Irvine Foundation, and the Koret Foundation. Thursday evening half-priced admission is sponsored by Banana Republic. Media sponsors: San Francisco Bay Guardian and SFSTATION.COM. KidstART free admission for children twelve and under is made possible by CharlesSchwab & Co., Inc.

Web site at www.sfmoma.org or call 415.357.4000 for more information.

#