

**For Immediate Release**

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**SFMOMA APPOINTS TWO NEW DEPUTY DIRECTORS DURING ITS TRANSFORMATIONAL EXPANSION**

**Nan Keeton Named Deputy Director, External Relations, and Janet Alberti Named Deputy Director, Administration and Finance**

The San Francisco Museum of Modern Art (SFMOMA) announced today the appointment of Nan Keeton as the museum's new Deputy Director, External Relations, overseeing development, marketing, and communications; and Janet Alberti as the museum's new Deputy Director, Administration and Finance, helming finance, retail operations, facilities, rentals, and information systems. Together, with veteran Deputy Director of Curatorial Affairs, Ruth Berson, they'll form the senior team working with Director Neal Benezra to provide strategic leadership as the museum builds toward its 2016 reopening following completion of its 235,000 square foot expansion.



Nan Keeton; photo: Stephanie Berger

**Nan Keeton, Deputy Director, External Relations**

Prior to joining SFMOMA, Keeton served as the Director of External Affairs for the San Francisco Symphony since 2008, leading government relations, marketing, communications, patron services, education, and archives for the orchestra. She was instrumental in guiding the efforts of the organization in the community, establishing new participatory programs in adult amateur music, heritage-based family events, and late night music experiences to serve the changing needs of Bay Area audiences. Keeton has also served on the steering committee for Arts Town Hall in San Francisco, which brings together more than 70 arts organizations and elected officials each year. Additionally, Keeton serves on the Consumer Promotions Council of SF Travel.

Before her move to San Francisco, Keeton was Vice President of Marketing and Business Development for Lincoln Center for the Performing Arts in New York City. She led marketing efforts across 400 annual presentations in thirteen venues, and developed successful opportunities for earned income throughout the center. Her experience there also included six years on the senior leadership team during the planning and construction of the re-imagined performing arts campus. The project included the creation of a new visitor center, enhanced public amenities, a digital streetscape and modernized performance spaces. Keeton also launched the first Lincoln Center partnership with New York's Public Art Fund in 2004, and led stewardship for Lincoln Center's public art collection and their Vera List Art Project during her tenure. Keeton holds an MFA in Fine Arts from the Graduate School of Figurative Art, New York Academy of Art, and a BFA in Fine Arts and a BSBA in Marketing from the University of Florida, where she graduated with honors

"Nan brings wonderful experience and energy in areas integral to SFMOMA's future as a civic and community leader," says Director Neal Benezra. "Her creativity in reaching audiences, leadership in our arts community, and experience in developing new revenue streams make her a tremendous addition to our senior leadership team as we work to become a more integral part of our community and provide a more open and accessible museum when we reopen in 2016."

In addition to her leadership responsibilities in development, marketing, and communications, Keeton will also be overseeing SFMOMA's capital campaign of \$610 million. Her arrival comes just as the museum has announced the fulfillment of its \$10 million challenge grant to enable free admission for 18 and under, a central component of SFMOMA's investment in art education and increased access. With this new achievement, the total campaign amount raised to date is \$554 million, or 91 percent of the total goal.



Janet Alberti; photo: courtesy SFMOMA

### **Janet Alberti, Deputy Director, Administration and Finance**

Janet Alberti previously served as Deputy Director at the Museum of Contemporary Art in Chicago, where she oversaw all financial operations, information systems, facilities, and human resources, marketing and communications, visitor services, rentals, restaurant, and store, and design, publications and new media.

Working closely with the MCA board of trustees and its committees, Alberti helped to implement multi-year projects and was central in crafting the museum's financial strategy. In prior years, she was the MCA's Chief Financial Officer, and was responsible for fiscal operations and strategic planning for the MCA during the development, construction, and opening of the museum's new \$55 million facility in 1996. Before her work at the MCA, she served in a financial and operational leadership role as Controller for the public television station owned by Window to the World Communications (WTTW/Channel 11).

"Janet's breadth and depth of museum finance experience, particularly in times of growth and change at MCA, make her an ideal fit for SFMOMA," says Benezra. We feel very fortunate that she has decided to come west to lead our financial strategy during this period of heightened growth and transformation."

Alberti brings 30 years of experience in finance and administration to her new role at SFMOMA, including work in the not-for-profit, broadcasting, retail, consulting, e-business, and public accounting industries. She has previously worked with two start-up businesses: the design consultancy group, E-Lab, and a high technology division within the mall property company Simon Property Group. She began her professional career as a Senior Auditor with Arthur Andersen, responsible for planning and executing financial audits for numerous clients, including Fortune 500 manufacturing companies. She attended the Getty Museum Leadership Institute in 2005, and was the board vice chair at the Association of Midwest Museums and served as board chair of finance for the Arts Alliance Illinois. She received her BA in Business Administration from St. Mary's College, Notre Dame, Indian, and is a certified public accountant.

As Deputy Director, Administration and Finance, for SFMOMA, Janet will oversee all aspects of the financial management of the institution and manage the museums' endowment and other investment funds.

### **About SFMOMA and Its Expansion**

Founded in 1935 as the first West Coast museum devoted to modern and contemporary art, SFMOMA is currently undergoing a major [expansion project](#) to open in 2016 that will significantly enhance gallery, education, and public spaces, enabling the museum to better showcase more of its [expanded permanent collection](#). While the museum is temporarily closed for construction, from June 3, 2013 to early 2016, SFMOMA is on the go with an extensive array of [off-site programming](#) across the Bay Area, including collaborative and traveling museum exhibitions, major outdoor projects and commissioned installations, and new education initiatives.

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**Visit our web site at [www.sfmoma.org](http://www.sfmoma.org) or call 415.357.4000 for more information.**

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