

## **SFMOMA ANNOUNCES THE APPOINTMENT OF SHEILA SHIN AS CHIEF EXPERIENCE OFFICER**

### **Critical New Role Enhances Museum as Inclusive, Community-Driven Cultural Hub**



SAN FRANCISCO, CA (February 8, 2023)—The San Francisco Museum of Modern Art (SFMOMA) today announced the appointment of Sheila Shin as the museum’s Chief Experience Officer. A pivotal new role, the Chief Experience Officer will advance SFMOMA’s strategic priority to enhance its role as an inclusive, community-centered museum and will oversee the Brand Marketing, Communications, Digital Experience, Visitor Experience and Retail Operations teams, as well as the museum’s Food & Beverage program.

In this capacity, Shin will realize a leading-edge vision for audience engagement by driving new data-based approaches and insights via comprehensive marketing and digital engagement plans. This work will amplify explorations of SFMOMA’s collections, exhibitions and further participation and connection with the museum’s education and public engagement programs. An essential member of SFMOMA’s executive team, Shin will lead the museum in delivering meaningful experiences across every touchpoint along the visitor journey.

“During her tenure at SFMOMA, Sheila has been a strategic and innovative leader, bringing forward new ideas and approaches that advance our essential and ongoing work to make SFMOMA more welcoming and relevant to our growing and varied audiences. In recent months, she has guided the launch of SFMOMA’s new café, Steps Coffee, and our new ground floor restaurant, grace, and led artist- and illustrator-driven installations to reinvigorate our public spaces,” said Christopher Bedford, Helen and Charles Schwab Director of SFMOMA. “Through her collaborative work with SFMOMA’s

exceptional team, she has driven critical growth, fostered a culture of trust and created memorable and exciting experiences for our community. I am confident that she will bring her singular vision to the newly established position of Chief Experience Officer, and I look forward to the many things we'll accomplish together with the broader team for the benefit of our visitors."

### **About Sheila Shin**

Shin has been with SFMOMA since April 2020, serving as Assistant Director of Marketing – Advertising and Promotions; Director of Brand Marketing and Sales; and Interim Chief Marketing Officer. During that time, Shin has made an extensive impact, demonstrating a deep understanding of a diverse range of audiences and playing an instrumental role in leading SFMOMA's food and beverage strategy and activations across the building's public spaces.

Prior to SFMOMA, Shin oversaw marketing strategy for the San Francisco Symphony in increasingly senior roles, ultimately serving as the Associate Director of Marketing and leading campaigns during key periods of transition, including Michael Tilson Thomas's 25th and final season and the introduction and inaugural season of new director Esa-Pekka Salonen. Shin formerly managed marketing and media creation at LG Electronics, working closely with Research & Development teams to foster a deep understanding of consumer needs and behavior. A Chicago native, Shin attended the School of the Art Institute of Chicago (SAIC) studying Film, Video, New Media and Animation.

### **San Francisco Museum of Modern Art**

151 Third Street  
San Francisco, CA 94103

The San Francisco Museum of Modern Art is one of the largest museums of modern and contemporary art in the United States and a thriving cultural center for the Bay Area. Our remarkable collection of painting, sculpture, photography, architecture, design and media arts is housed in a LEED Gold-certified building designed by the global architects Snøhetta and Mario Botta. In addition to our seven gallery floors, SFMOMA now offers over 62,000 square feet of free, art-filled public space open to all.

Visit [sfmoma.org](https://sfmoma.org) or call 415.357.4000 for more information.

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