

# Amy Kaufman

## Managing Director, U.S.



Amy Kaufman has dedicated her career to arts and cultural strategy, branding and management for over 15 years. She has demonstrated success in the areas of institutional, business and strategic planning, organizational development, marketing, staff training and operational implementation. Amy has worked with institutions ranging from art museums to heritage sites to botanic gardens. She has proven ability to strategize and lead implementation of communications, operations, fundraising, education, exhibitions and finance.

Amy joined Lord in 2003 to expand her commitment to the museum world and apply her diverse skills to a broader range of projects. She has successfully worked with institutional leaders and staff and stakeholders to mediate and integrate a variety of goals and perspectives. Amy has extensive experience working with university museums including Princeton University Art Museum, Peabody Museum of Archaeology and Ethnology at Harvard University, and The Eli and Edythe Broad Art Museum at Michigan State University. Amy has also played a leading role in research, strategy and branding for the Brooklyn Museum, International Center of Photography, Longwood Gardens, Constitution Hill in Johannesburg, and the Chicago Botanic Garden. She is currently working with the Corcoran Gallery of Art and College of Art & Design and completing market research and positioning for an expanded City Arts Center in Oklahoma City.

Before joining Lord, Amy was Director of Planning and Operations for Special Projects at the Solomon R. Guggenheim Museum in New York, where she planned and launched a series of initiatives and feasibility studies including the analysis of local market conditions.

Earlier in her career, as an advertising executive at N.W. Ayer and Partners, Amy focused on market research, strategy, and budget management for Procter & Gamble products. She played a key role in an active Account Management team that oversaw the ongoing positioning of leading products as well as developing plans for new product launches.

During her years in New Orleans, Amy was the Director of Richard Russell Gallery on Royal Street and a co-founder of Young at Art, a non-profit organization providing aid to struggling arts programs in public schools.

Amy has a Master of Arts degree in Latin American Studies from New York University and a Bachelor of Arts cum laude in Art History from Tulane University.