

# Amy Kaufman

---

## Managing Director, U.S.



Amy Kaufman has dedicated her career to arts and cultural 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 develop and meet budget targets, plan multiple site operations, 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, City and State agencies, architects and private developers to mediate and integrate a variety of goals and perspectives. Most recently, Amy has had a leading role in Strategic Plans for Longwood Gardens, Museum of Contemporary Art San Diego, South Street Seaport Museum and the International Center of Photography; a Master Plan for the Orange County Museum of Art; the Operations Plan for the World Trade Center Memorial Museum; and Business Plans for the New Center of Arts and Culture in Boston and the National Museum of African American History and Culture in Washington, D.C.

Amy applied her depth and breadth of knowledge in 2004-05 as the on-site Project Manager for the Heritage, Education and Tourism development at Constitution Hill in Johannesburg, the renowned site of South Africa's new Constitutional Court and a mixed-use development. At present, she is assisting with the opening of the Bahrain National Monument, a cultural center that honors the democratic National Charter of 2001.

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 a successful overhaul of retail operations. Originally hired as the Director of Visitor Services during a period of major expansion, she played a leading role in the reorganization and streamlining of operational policy and procedure. In addition, she successfully projected attendance and revenue, analyzed local market conditions, revamped financial reconciliation processes, developed comprehensive management reporting and introduced a training program for all front-line staff.

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 Masters of Arts in Latin American Studies from New York University and a Bachelor of Arts cum laude in Art History from Tulane University.

