

## Andrea Ott, Hon. BA, MBA

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### Director, Marketing and Client Relations



Andrea Ott has over 25 years experience working in the cultural sector specializing in management, business, marketing and communications. For 10 years, Andrea held the senior management position of Director of Client Relations and Marketing responsible for managing new business development, client relations and marketing for Lord Cultural Resources. She works closely with Lord Cultural Resources consultants to direct the scope of services to fulfill client requirements. She also managed the firm's marketing communications. She has a solid understanding of all facets of consulting processes for museums, and heritage and cultural institutions. Andrea has consulted on a diversity of projects including Master Plans, Feasibility Studies, Strategic Plans, Business Plans and Collections Management Studies for Lord Cultural Resources.

Prior to joining Lord Cultural Resources, Andrea has over 18 years experience in the marketing and management of cultural institutions. For ten years she worked in various capacities at the Ontario Museum Association in new media initiatives for Ontario museums in collaboration with the Department of Canadian Heritage, management and communications. She has editorial and management positions for several publications including a directory of Ontario museums, a monthly museum publication, a scholarly journal in museum studies and a photography magazine. She has worked in the management, curatorial and program development with photography, new media and contemporary art centers.

Andrea has a Master of Business Administration from Schulich School of Business, York University specializing in Business Strategy and Marketing, and a B.A. in Art History and Philosophy from the University of Toronto. She also has a Certificate in Museum Studies from the Ontario Museum Association. She has taught, presented and written on museum topics.