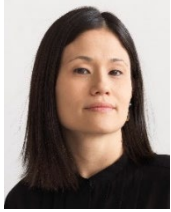


# HOLLY SHEN

## Senior Director



Holly Shen is a Senior Director based remotely out of San Jose, California. A thought leader in creative-placemaking, public art, and digital strategy, she has diverse experience conceiving of and shepherding innovative program models in the cultural sector that drive audience outreach and foster value-aligned community engagement. Holly is a passionate supporter of equity and access initiatives in museums and arts organizations, and advocates for Anti-Asian-American-Hate platforms as well as other activist causes. Recognized for co-founding an experimental platform that connected artists and activists following the 2016 presidential election, she was named a Women in Power Fellow with 92Y's Belfer Center for Social Innovation in New York in 2018 and was subsequently tapped to head the digital strategy and public program initiatives at San Jose Museum of Art, where she served as deputy director from 2018-2020.

Since joining Lord, Holly has shown exceptional leadership and creativity, making significant contributions to various high-profile projects and taking on lead, co-lead, and consultant roles. Her expertise has been instrumental in recently completed projects, such as co-leading a visitor research initiative for Google in Mountain View, CA, and as a consultant for the Arts & Creative Economy Master Plan in Gwinnett County, GA. She also played a key role in the development of a new service area of public art planning for the firm, and is currently spearheading the Columbus & Franklin County OH Public Art Plan as well as the Cultural Amenities Master Plan for Warner Center in LA and the History Heritage Arts & Culture Strategy in Tucson, AZ. Her dedication and expertise have been invaluable assets to our team, elevating the success of our projects to new heights.

At SJMA, Holly executed the launch of a new digital strategy, directing the roll-out of the Museum's first-ever digital publication, *50X50: Stories from the Collection*, produced using Getty Research Institute's free publishing platform for museums. Additionally, she led the design and implementation of the inaugural DEI initiative at the Museum and launched Facebook First Fridays, the first-of-its-kind six-figure tech sponsorship with Facebook Open Arts, which enabled free admission to the museum once monthly on Fridays. As a proponent of authentic community exchange, she also expanded outreach to the underserved and dominant Vietnamese population in San Jose, authoring the organization's largest award from the California Arts Council for a creative-placemaking project that combined art workshops and an exhibition at City Hall to celebrate the often-overlooked history of Vietnamese immigrants in helping to develop downtown San Jose.

Prior to joining SJMA, Holly cut her teeth running the visual arts program at BAM (Brooklyn Academy of Music) in Fort Greene, Brooklyn, from 2013-2018, where she developed and directed a \$3.5M public art initiative that commissioned four major public art installations across BAM's campus, and produced numerous exhibitions and programs. While completing her MA at the Institute of Fine Arts in New York, Holly joined the early consulting team at Artsy from 2011-2012, contributing early research and curatorial advisement to the Art Genome Project, an art discovery algorithm. Following this, she advised on a new exhibition program at outpatient centers across Memorial Sloan-Kettering Cancer Center, contracted via the hospital's Strategic Innovation & Planning department.

Holly also holds an extensive knowledge base of best practices in museum registration and collection management through her experience as a registrar for San Francisco Museum of Modern Art from 2007-2013, where she both oversaw permanent collection as a full-time staff registrar and project managed high-value and government indemnified loans as an on-call exhibitions registrar. She holds a BA and MA in art history from Georgetown University and Institute of Fine Arts, New York University, respectively.