

From: Presidents Office <presidents-office@cca.edu>

Date: Fri May 17 2019 11:00:00 GMT-0700 (Pacific Daylight Time)

Subject: [Staff-I] Appointment of New Vice President for Marketing and Communications

Dear CCA Colleagues,

I am pleased to announce the appointment of Ann Wiens as our new vice president for marketing and communications, effective June 24.

Ann joins us from the Berkeley Art Museum and Pacific Film Archive (BAMPFA), where, as director of marketing communications and a member of its senior leadership team since 2016, she built a forward-looking communications team that significantly increased coverage for BAMPFA's programs in local, national, and international media; launched the museum's first comprehensive social and digital media marketing campaign; prioritized the creation of compelling digital content and increased reach and engagement on BAMPFA's social media channels; led initiatives to position BAMPFA as a "cultural town square" in downtown Berkeley; and provided marketing and communications strategy and support during a period in which BAMPFA's membership and attendance more than doubled.

After serving as editor for the Chicago-based contemporary art magazine New Art Examiner in the 1990s, Ann began her career in higher education in 2005 at Columbia College Chicago as director of communications and editor of the college's magazine. She also served as executive director of marketing, public relations, and graphics at the School of the Art Institute of Chicago, and senior director of marketing communications at the University of Oregon.

Ann earned her BFA in Studio Art from the School of the Art Institute of Chicago, and her MFA in Studio Art from Stony Brook University, both with an emphasis on painting. She exhibited actively throughout the 1990s and 2000s.

I am delighted to have Ann join our leadership team and community this summer. I'd like to thank search committee members Susan Avila, Bernadette Blanco, Scott Cline, Leslie Gray, Mara Hancock, Keith Krumwiede, David Meckel, and Rachel Reuben, all of who have worked hard since January to identify a strong roster of candidates and finalists that led to this outstanding selection.

Sincerely,

Stephen Beal

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STEPHEN BEAL President

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