



Pérez Art Museum Miami  
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## PÉREZ ART MUSEUM MIAMI NAMES NEW DEPUTY DIRECTOR OF MARKETING AND PUBLIC ENGAGEMENT

*Sharon Holm Joins PAMM's Executive Team*



*Photographer: Joshua Komer Photography | Makeup artist: Danielle Maddox.*

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**MIAMI – November 15, 2018** – Pérez Art Museum Miami (PAMM) has named Sharon Holm to the executive team as the museum's Deputy Director of Marketing and Public Engagement. In this role, Holm oversees the marketing and communications team and public engagement department to include visitor services and retail operations, a critical vertical in PAMM's mission that most directly interfaces with the public it serves.

Holm relocated to Miami from Charlotte, NC, where she was most recently the VP of Marketing and Communications at the Bechtler Museum of Modern Art. There, she led the development and implementation of all marketing and communication efforts, served as the face of the museum in the Charlotte community, and cultivated collaborative partnerships and initiatives with local organizations.





Notable accomplishments include leading the Inside|Out initiative, a national community activated art project generously sponsored by the John S. and James L. Knight Foundation, and the first partnership between two arts institutions, including the Bechtler Museum of Modern Art and the Harvey B. Gantt Center for African-American Arts+Culture, the Levine Center for the Arts Branding Committee which built awareness for the Levine Center for the Arts (LCA) brand while fostering continued collaboration among the four LCA cultural institutions which included the Mint Museum, Bechtler Museum of Modern Art, the Gantt Center and Blumenthal Performing Arts, and restructuring the Bechtler Museum's marketing and communications department, implementing initiatives which resulted in a 12% increase in attendance for museum programs and exhibitions.

With more than 20 years of global marketing and communications experience, Holm has a proven track record of driving business results through innovative campaigns. Her work includes crafting, directing and executing strategies, developing branding, programming and event management, media/public relations, and advertising. A cross-cultural expert, Holm has devoted her career to developing strategic partnerships and engaging communities across diverse global markets, such as Hong Kong, China, Malaga, Spain, and Copenhagen, Denmark.

"I am thrilled to join the team at PAMM during such a pivotal time, as the institution celebrates its 35th anniversary," said Holm. "I look forward to supporting PAMM's international art exhibitions program, community outreach, visitor experiences and advancing a number of initiatives that aim to provide a variety of resources to the South Florida community and the international community."

Her experience includes leadership roles at the Harvey B. Gantt Center for African-American Arts+Culture, Thomson/Reuters and Artcoustic International Ltd., and is a participating member in philanthropic, PR, and art empowering committees. She is an ambassador for the arts, and looks forward to continuing to spearhead game-changing initiatives at PAMM to promote artistic excellence and global diversity and inclusion.

#### **About Pérez Art Museum Miami**

Pérez Art Museum Miami (PAMM) promotes artistic expression and the exchange of ideas, advancing public knowledge and appreciation of art, architecture and design, and reflecting the diverse community of its pivotal geographic location at the crossroads of the Americas. A nearly 35-year-old South Florida institution formerly known as Miami Art Museum (MAM), Pérez Art Museum Miami opened a new building, designed by world-renowned architects Herzog & de Meuron, in Downtown Miami's Museum Park on December 4, 2013. The facility is a state-of-the-art model for sustainable museum design and progressive programming and features 200,000 square feet of indoor and outdoor program space with flexible galleries; shaded outdoor verandas; a waterfront restaurant and bar; a museum shop; and an education center with a library, media lab, and classroom spaces. For more information, visit [pamm.org](http://pamm.org), find us on Facebook ([facebook.com/perezartmuseummiami](https://www.facebook.com/perezartmuseummiami)), or follow us on Instagram/Twitter (@pamm).





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