

# AMY KAUFMAN

## Principal, Amy Kaufman Cultural Planning

### Project Experience with Amy Kaufman Cultural Planning

- Institutional Concept, Stakeholder Engagement, Market Analysis. **American LGBTQ+ Museum**, NY, NY, 2019 - present
- Market Analysis, Program Planning and Business/Operations Planning for Nature Centers Network (x34). **National Audubon Society**, 2019 - present
- Market Research and Institutional Planning. **Museum of Pop Culture NYC**, NY, NY, 2019 – present
- Concept Development and Operating Parameters. **African American Arts Center**, Hillsborough County, FL, 2019 – present
- Market Analysis and Business Plan. **Confidential Exhibition**, Philadelphia, PA, 2019
- Strategic Growth Advisory Services and Business Plan. **New York Academy of Medicine**, NY, NY, 2019
- Strategic Plan. **New Britain Museum of Art**, New Britain, CT, 2019
- Institutional Growth Strategy and Business Plan. **The Studio Museum in Harlem**, NY, NY, 2016 – 2019
- Strategic and Master Planning. **The Rockwell Museum**, Corning, NY, 2017 – present
- Strategic Support for Site Master Planning. **Boscobel House and Gardens**, Garrison, NY, 2018
- Market Research, Institutional Planning and Implementation Plan (new building). **Oklahoma Contemporary Arts Center**, Oklahoma City, 2016 – 2019
- Business and Operations Planning. **Storm King Art Center**, New Windsor, NY, 2016 -2017, 2019
- Concept Development and Opportunity Assessment for Permanent Home. **World Music Institute**, Brooklyn, NY, 2018
- Advisory Services for Future Operating Model. **Myriad Gardens/Scissortail Park**, Oklahoma City, 2017
- Market Assessment and Strategy. **Marfa Contemporary**, Marfa, TX, 2016 - 2017
- Strategic Assessment and Board Retreat. **Council of American Jewish Museums**, New York, NY, 2016
- Renovation Strategy. **Virginia Discovery Museum Situational Assessment**, Charlottesville, VA, 2016

### Project Experience with Lord Cultural Resources (Former Managing Director, U.S.)

- Business and Operations Consultant, **Jan Shrem and Maria Manetti Shrem Museum of Art, University of California at Davis**, Davis, CA, 2012 and 2015
- Strategic Advisor to Master Planning Team, **The Contemporary Austin, Laguna Gloria Campus**, Austin, TX, 2014-15
- Lead Consultant, **Studio Museum of Harlem**, Assessment of Financial and Operational Implications of Building Program, New York, NY, 2014-15
- Lead Business Planning Consultant, **Iowa Department of Cultural Affairs and State Historic Museum**, Des Moines, IA, 2014-15
- Lead Business Planning Consultant, **Iowa University Museum of Art**, Iowa City, 2014
- Senior Advisor Research, Concept Development and Branding, **Children's Literacy Museum** (name TBD), Washington, DC, 2014
- Lead Consultant, **Virginia Wine Heritage Center Concept Development and Feasibility Study**, Charlottesville, VA, 2014
- Market Research Lead for Master Planning Team, **Memorial Park Conservancy**, Houston, TX, 2014
- Advisor, **Magnolia Mound Plantation**, Operations Plan for Visitor Center, Baton Rouge, LA, 2011 and 2014

- Lead Consultant, **Old South Baton Rouge Cultural Placemaking Plan**, Baton Rouge, LA, 2013
- Lead Consultant, **Garfield Park Conservatory Alliance**, Strategic Plan, Chicago, IL, 2013
- Lead Consultant, **American University of Beirut**, Feasibility Study for Art Museum, Beirut, Lebanon, 2013
- Visitor Experience and Operations Advisor, **Cheekwood Gardens and Museum of Art**, Master Plan, Nashville, TN, 2013
- Advisor, **National Hispanic Cultural Center**, Strategic Planning Implementation Advice, Albuquerque, NM, 2013
- Lead Consultant, **University of Maryland**, Strategic Advice, College Park, MD, 2012
- Lead Consultant, **Boston Jewish Film Festival**, Strategic Plan, Boston, MA, 2012
- Lead Consultant, **Barnes Foundation**, Assessment of Operations and Visitor Flow, Philadelphia, PA, 2012
- Lead Strategist, **Riviera Beach Cultural Development Plan**, Riviera Beach, FL, 2012
- Lead Business Planning Consultant, **Montclair State University**, Feasibility Study for Montclair Art School, Montclair, NJ, 2012-13
- Advisor, **Canadian Museum of Human Rights**, Strategy for Opening Day, Winnipeg, MB, 2012
- Lead Consultant, **National Civil Rights Museum**, Best Practices in Communications and Social Media Strategies, Memphis, TN, 2012
- Lead Cultural Planner, **Priddy Foundation**, Arts Plan for Wichita Falls, Texas, 2012
- Advisor, **U.S. National Slavery Museum**, Concept Development and Project Implementation Strategy, 2012
- Lead Business Planner, **American Revolution Center**, Philadelphia, PA, 2012
- Branding Advisor, **Blanton Museum of Art**, University of Texas, Austin, 2011-2012
- Lead Consultant, **Central Park Conservancy**, Visitor Experience Master Plan, New York, NY, 2011
- Lead Consultant, **Columbia University**, Strategic Advice, New York, NY, 2011
- Lead Consultant, **Long Island City Cultural Alliance**, Strategic Goals, Queens, NY, 2011
- Programming Strategist, **Minnesota Museum of Art**, Strategic Business Plan, St. Paul, MN 2011-12
- Lead Consultant, **Vaclav Havel Presidential Library**, Vision for the Future, Prague, Czech Republic, 2011
- Strategic and Business Planning Lead Consultant. **Corcoran Gallery of Art and College of Art + Design**, Strategic Plan and Feasibility Study for New Corcoran, Washington, DC, 2010-2011
- Lead Consultant. **Save Ellis Island**, International Market Study for Ellis Island Institute, New York, NY, 2011
- Master Planning Lead Consultant. **City Arts Center**, Strategic Master Plan and Brand Positioning Study, Oklahoma City, OK, 2010-2011
- Strategic and Master Plan Lead Consultant. **International Center of Photography**, New York, NY. Strategic Plan, 2005-2006, 2010-11
- Lead Strategic Planner, **Ft. Worth Museum of Science and History**, Strategic Plan, Ft. Worth, TX, 2010-11
- Strategic Planning Lead Consultant. **Eli and Edythe Broad Art Museum, Michigan State University**, Strategic Master Plan, East Lansing, MI, 2008-10
- Lead Consultant. **National Museum of the American Latino**. Vision, Program and Collection Study, Washington, DC, 2010
- Lead Consultant. **Nasher Sculpture Center**, Strategic Plan, 2009-10
- Lead Consultant. **U.S. Department of the Interior Museum**, Master Plan for a Modernized Museum, Washington, DC, 2009-10
- Lead Consultant. **National Museum of American Jewish History**, Implementation Plan, Philadelphia, PA, 2010
- Visual Arts Facilities Consultant. **Scottsdale Cultural Council**, Cultural Facilities Master Plan (sub consultant to Webb Management), Scottsdale, AZ, 2010
- Lead Strategic Planner. **San Jose Museum of Art**, Strategic Plan, San Jose, CA, 2009-10
- Lead Consultant. **Sterling and Francine Clark Art Institute**, Staffing Plan for Expanded Operation, 2009
- Lead Consultant. **Everhart Museum of Natural History, Science and Art**, Vision for the Future, Scranton, PA, 2009
- Institutional Planning Consultant. **Smithsonian Institution: National Museum of African American History and Culture**, Pre-Design Plan, Washington, DC, 2008-9

- Strategic Planning Lead Consultant. **Longwood Gardens**, Visionary Master Plan, Kennett Square, PA, 2008-09
- Business Planning Lead Consultant. **New Orleans Museum of Art**, Facilities Master Plan, New Orleans, LA, 2009
- Strategic Planning Consultant. **Association of Art Museum Directors**, Strategic Plan, New York, NY, 2009-10
- Business Planning Advisor. **UJA-Federation: National Center for Jewish Heritage**, Interpretive Master Plan, Toronto, ON, 2009
- Organizational Planning Consultant. **National Parks of New York Harbor Conservancy and Foundation for the National Archives: Federal Hall**, Concept Development, New York, NY, 2009
- Organizational Planning Lead Consultant. **Glenstone**, Visitor Projections and Operating Recommendations, Potomac, MD, 2008-9, 2012
- Operations and Facilities Planning Consultant. **Park Avenue Armory**, Visual Arts Review, New York, NY, 2009
- Strategic Planning Consultant. **Malcolm X and Dr. Betty Shabazz Memorial and Education Center**, Strategic Plan, New York, NY, 2009
- Consultant. **Maymont Foundation**, Situational Assessment and Implementation Plan, Richmond, VA, 2007, 2009
- Strategic Planning Consultant. **Museum of Contemporary Art San Diego**, Strategic Plan, CA, 2008
- Institutional Planning Consultant. **Bahrain National Monument**, Institutional and Implementation Plan, Bahrain, 2007-8
- Organizational Planning Advisor. **University of Pennsylvania Museum of Archaeology and Anthropology**, Strategic Planning Workshop, Philadelphia, PA, 2008
- Consultant, **Economic Development Corporation**, Economic Impact of the Arts Study, New York, NY, 2008
- Strategic Planning Advisor, **College Art Association**, Strategic Plan, New York, NY, 2008
- Business Plan Lead Consultant, **Jackie Robinson Museum**, Operating Framework, New York, NY, 2007-8
- Business Planning Consultant, **Peabody Museum of Archaeology and Ethnology at Harvard University**, Master Plan, Cambridge, MA, 2007-8
- Strategic Planning Lead Consultant, **UrbanGlass**, Strategic Plan, Brooklyn, NY, 2007-8
- Consultant, **The Museum at Bethel Woods**, Operations Strategy, Bethel, NY, 2008
- Consultant, **National Park Service: Governors Island National Monument**, Vision and Concept Development, New York, NY, 2007
- Consultant. **The Historic New Orleans Collection**, Feasibility Study and Master Plan, New Orleans, LA, 2007
- Consultant. **Ministry of Information, Communication and the Arts**, Research Report: World Class Museums, Singapore, 2007
- Business Plan Lead Consultant. **Indian American Cultural Complex**, Business Plan, NJ, B.A.P.S. Swaminarayan Sanstha, 2007
- Business Plan Lead Consultant. **Children's Museum of the Arts**, New York, NY. Business Plan, 2006-2007, 2011
- Business Plan Lead Consultant. **Historic House Trust of New York City**, New York, NY. Visitor Study and Business Plan, 2005-2007
- Business Plan Lead Consultant. **Orange County Museum of Art**, Newport Beach, CA. Master Plan, 2006-2007
- Operations Consultant. **Princeton University Art Museum**, Princeton, NJ. Facilities Master Plan, 2006-2007
- Cultural Planning Sub-Consultant. **Harbor District**, New York, NY. Feasibility Study, 2006-2007
- Marketing and Operations Advisor. **Financial Museum and Art Gallery**, Kuala Lumpur, Malaysia. Business and Operating Plan, 2006-2007
- Cultural Planning Lead Consultant. **Museum in Haverstraw**, New York, NY. Concept Plan and Cultural Partner Identification, 2006-7
- Cultural Planning Sub-Consultant. **Trenton Capital Park System**, Trenton, NJ. Master Plan, 2007
- Master Plan Lead Consultant. **New Center of Arts and Culture**, Boston, MA. Business Plan, 2005-2006
- Facilities Planning Consultant. **Museum Plaza**, Louisville, KY. Facilities Plan, 2006

- Operations Plan Lead Consultant. **Denver Art Museum**, Denver, CO. Visitor Services and Operations Plan, 2006
- Project Manager and Acting Director. **Constitution Hill**, Johannesburg, South Africa. Business and Operations Planning and Implementation, 2003-2005
- Operations Planning Consultant. **National September 11<sup>th</sup> Memorial and Museum**, New York, NY. Institutional Plan, 2004-2005
- Operations and Implementation Consultant. **American Indian Cultural Center**, Oklahoma City, OK. Implementation Plan, 2005
- Business and Operations Advisor. **Kliptown** Open Air Museum, Johannesburg, South Africa. Master Plan, 2004-5
- Branding Advisor. **National Flagship Institutions**, Pretoria, South Africa. Branding and Communications Study, 2004
- Lead Consultant. **Chicago Botanic Garden**, Chicago, IL. Audience Research and Market Analysis, Admissions Study, 2003-2005
- Business and Operations Consultant. **Queens Botanical Garden**, Queens, NY. Plan for Institutional Growth, 2003
- Lead Consultant. **Brooklyn Museum**, New York, NY. Audience Research, Staff Workshops, Management Solutions, Visitor Services Handbook, 2003-4
- Business Planning Consultant. **Cerritos Museum**, Cerritos, CA. Concept Development and Business Plan, 2004
- Business Planning Consultant. **Olana State Historic Site**, Hudson, NY. Business Plan, 2003-4
- Operations Consultant. **Motown Center**, Detroit, MI. Shared Vision and Operating Guidelines for Motown Center and Motown Historical Museum, 2003
- Operations Consultant. **Rubin Museum of Art**, New York, NY. Operational Recommendations, Signage Program, 2003
- Operations Consultant. **Indiana University Art Museum**, Bloomington, IN. Visitor Services and Retail Study, 2003

## Employment Experience

- Principal, Amy Kaufman Cultural Planning, New York, NY, 2015-present
- Managing Director, U.S. and Senior Consultant, Lord Cultural Resources, New York, NY, 2003–2014
- Director of Planning and Operations for Special Projects, Solomon R. Guggenheim Museum, New York, NY, 2001–02
- Director of Visitor Services, Solomon R. Guggenheim Museum, New York, NY, 1998–2001
- Account Executive, N.W. Ayer & Partners, New York, NY, 1997–98
- Consultant, Kaufman & Associates, New Orleans, LA, 1994–96
- Gallery Director, Richard Russell Gallery, New Orleans, LA, 1990–94

## Teaching Experience

- Sotheby's Institute of Art, NY, Adjunct Faculty: ***Management in the Arts: Managing Museums and Non-Profits***

## Selected Speaking Experience

- ***Engaging Art and Artists to Transform Public Space***, Public Space Roundtable at CoRe | Urban Forum CDMX 2016 (conference to explore urban transformation proposals for central Mexico City)

- ***Attracting Millennials***, Council of American Jewish Museums Annual Conference, New York, NY, March 3, 2013
- ***Managing Finances and Operations Throughout the Project and Beyond*** and ***Operating During Construction***, Building Museums Annual Conference, Ft. Worth, TX, February 18-19, 2013
- ***The Future of Art Museums: A Conversation***, American Association of Museum Annual Conference, Houston, TX, 2011
- ***Cultural Spaces for New Audiences*** (with Kevin Rice, Diller Scofidio + Renfro), American Institute of Architects, New York, NY, 2009
- ***60 Tips in 60 Minutes: Affordable Actions To Take Now***, American Association of Museums Annual Conference, Philadelphia, PA, 2009
- ***What's the Buzz? Rolling Out the Programs before the Building***, American Association of Museums Annual Conference, Denver CO, 2008
- ***Mixing It Up: Incorporating Social Spaces into your Museum***, Building Museums Annual Conference, Washington, DC, February 28, 2008
- ***Reinvent or Die***, IAPPA Annual Conference, Orlando, FL, November 12, 2007
- ***Spaces for a Lifetime of Learning***, New York City Museum Educator's Roundtable Annual Conference, New York, NY, May 21, 2007
- ***Bridging Brooklyn: The Brooklyn Museum's Commitment to the Visitor***, Mid-Atlantic Associations of Museums, Panel Discussion, October 24, 2006
- ***Operating the Guggenheim***, Rhode Island School of Design, October 7, 2002

## Publications

- ***Manual of Museum Planning: Sustainable Space, Facilities and Operations***, 3<sup>rd</sup> Edition, Editors: Barry Lord, Gail Dexter Lord, and Lindsay Martin, Altamira Press, 2012  
Multiple sections/chapters: *Integrating Social Spaces* (section 4.5), *The Museum in Action* (Chapter 9), *Planning for Staff* (Chapter 12), *Ramping Up to Opening Day* (Chapter 21)
- ***Manual of Museum Learning***, Editor: Barry Lord, Altamira Press, 2007, *Marketing Museum Learning* (Chapter 11)

## Education

- Master of Arts in Latin American Studies, New York University
- Bachelor of Arts cum Laude, Art History, Tulane University
- Coursework and Research – Smithsonian Institution: National Postal Museum, Instituto Dante Alighieri and Universidad de Panamá

## Relevant Board Service and Memberships

- Board Member, No Longer Empty, New York, NY, 2010 – Present
- ArtTable
- American Alliance of Museums

## Languages

- English and basic Spanish