

## The Broad Museum Announces Appointment of Inaugural Chief Strategy Officer and Director of Marketing and Communications

Los Angeles, July 19, 2023—

Joanne Heyler, Founding Director and President of The Broad Museum, announced today the appointment of Elyse Mallouk as the inaugural Chief Strategy Officer, Audience and Community (CSO), and Eva Seta as the new Director of Marketing and Communications. Together they will provide strategic leadership for the museum's external communications, brand identity, and marketing functions. Mallouk will also lead The Broad's groundbreaking Visitor Experience and Audience Engagement functions, as well as its impactful [Diversity Apprenticeship Program](#) (DAP).



Left: Elyse Mallouk; right: Eva Seta. Photographs by Owen Kolasinski

### **Elyse Mallouk: Chief Strategy Officer**

Bringing a blend of experience deep in both contemporary art and brand strategy, Elyse Mallouk officially joined The Broad in her new role on May 30, 2023. As CSO, Mallouk joins the senior leadership of the museum, focusing on the critical work of shaping how The Broad shows up in the world—developing its brand across digital and in-person experiences and growing its global audience.

“Elyse is passionate about The Broad’s commitment to reaching a wide audience, and she will build on our innovations through her oversight of The Broad’s teams in Marketing and Communications, Visitor Experience, Audience Engagement, sponsorships and more. Her thoughtful strategic planning will crystallize The Broad’s profile and deepen its engagement with communities in Los Angeles and around the world,” says Joanne Heyler. “She will ensure that The Broad continues to be a leader in connecting a wide, diverse and growing audience to art.”

Mallouk spent the early chapters of her career in curatorial work and in digital content at the Whitney Museum in New York City, followed by five years at the renowned creative crowdfunding platform Kickstarter. As VP of Brand Marketing at Kickstarter, Mallouk connected audiences with innovative projects from every creative discipline, oversaw communications, partnerships, and engagement, and built fresh content strategy. Under her leadership, Kickstarter committed to ensuring diverse representation across all the platform's promotional channels, which collectively drive millions of dollars in funding to artists and creators each month. Her team grew awareness of Kickstarter's Forward Funds program, supporting hundreds of innovative and impactful projects across all categories by Asian, Black, Indigenous, and Latinx creators.

On joining The Broad, Mallouk said: “In its first eight years, The Broad has had an outsize impact, leading the field with its innovative approaches to audience engagement so that visitors of all backgrounds can feel genuinely welcome. I am honored to join the passionate and talented team that works toward the museum’s mission every day to put more people in touch with the transformative power of art.”

### **Eva Seta - new Director of Marketing and Communications**

Heyler additionally announced the hiring of Eva Seta as the new Director of Marketing and Communications at The Broad, effective August 14, 2023. Seta brings a wealth of experience from her ten-year tenure at The Museum of Contemporary Art (MOCA) in Los Angeles, where she most recently held the position of Director of Communications.

During her time at MOCA, Seta has created consistent, strong messaging across social media, marketing, and publicity platforms focused on MOCA’s exhibitions and programs. She successfully developed strategy and executed local, national, and international marketing and communications campaigns for some of the museum’s most successful exhibitions, events, and programs, including surveys of Henry Taylor, Pipilotti Rist, and Kerry James Marshall. Seta's leadership and creative direction have contributed to significant growth in the museum's social media following and audience engagement. She has spearheaded the launch of new platforms, including TikTok, and implemented innovative strategies to expand the museum's reach and visibility.

Seta will report to Mallouk, overseeing communications, marketing, social media, digital content and strategy as well as community partnerships.

### **About The Broad**

The Broad's mission is to make contemporary art accessible to the widest possible audience. Founded in 2015 by philanthropists Eli and Edythe Broad on Grand Avenue in downtown Los Angeles, the museum has welcomed nearly five million visitors since its inception. It continues to offer free general admission and innovative audience engagement alongside an active program of rotating temporary exhibitions. The Broad is home to The Broad collection, which is one of the world's leading collections of postwar and contemporary art. The 120,000-square-foot building designed by Diller Scofidio + Renfro in collaboration with Gensler features two floors of gallery space and is the headquarters of The Broad Art Foundation's worldwide lending library, which has been loaning collection works to museums around the world since 1984.

On view through October 8, 2023 at The Broad is a special exhibition *Keith Haring: Art Is for Everybody*. Organized by The Broad, this show is the first ever museum exhibition in Los Angeles to present Haring's expansive body of work and features over 120 artworks and archival materials. Known for his use of vibrant color, energetic linework and iconic characters like the barking dog and the radiant baby, Haring's work continues to dissolve barriers between art and life and spread joy, all while being rooted in the creative spirit and mission of his subway drawings and renowned public murals: art is for everybody. Tickets to the exhibition are available at [thebroad.org](https://thebroad.org).