



museum of arts and design

TERRY SKODA NAMED DEPUTY DIRECTOR OF INSTITUTIONAL ADVANCEMENT AT THE MUSEUM OF ARTS AND DESIGN



Terry Skoda.

NEW YORK, NY (January 10, 2019) – The Museum of Arts and Design (MAD) today announced the appointment of **Terry Skoda** as its Deputy Director of Institutional Advancement, effective January 7, 2019. In this executive leadership position, Skoda will guide key revenue areas for the Museum, including major gifts, planned giving, grants, corporate and foundation relations, and special events.

“I am delighted to have Terry’s expert counsel at this critical time of growth for MAD,” said **Chris Scoates**, MAD’s Nanette L. Laitman Director. “He is a seasoned and successful fundraiser, whose contributions will be instrumental to realizing our strategic and programmatic goals and significantly expanding our base of supporters.”

Skoda brings to MAD nearly two decades of experience within the New York City cultural institutional landscape, spanning the fields of advancement, marketing, communications, and creative services. He joins the Museum after fifteen years at The New York Botanical Garden (NYBG), where he served as Executive Vice President for External Relations. As a member of the senior leadership team, Skoda was charged with achieving the Garden’s fundraising goals and the majority of earned-income revenue generated through ticket sales. Additionally, he held responsibility for brand awareness, public relations, and institutional events, among other areas.

Most recently, Skoda oversaw the Garden’s successful three-year, \$200 million comprehensive fundraising campaign which included a one-year, \$30 million endowment component. During his time at NYBG, he helped bring to life several acclaimed exhibitions that combined art and nature, including *CHIHULY*; *Frida Kahlo: Art, Garden, Life*; and *Georgia O’Keeffe: Visions of Hawai’i*.

Prior to joining NYBG, Skoda spent several years at Ahold, a global grocery retailer, as part of the team that transformed the traditional retail environment into the interactive, digital experience it is today. He holds a Master’s in Media Studies from The New School and a Bachelor’s in Communications from Pennsylvania State University.

“I am honored and excited to join the amazing team at MAD,” Skoda said. “It will be a pleasure to work with Museum leadership, staff, and the community to advance the institution at such an important moment in its history. I look forward to working with existing donors and to forging new relationships that will support MAD’s exhibitions, collection, education programs, and mission.”

ABOUT THE MUSEUM OF ARTS AND DESIGN

The Museum of Arts and Design (MAD) champions contemporary makers across creative fields and presents the work of artists, designers, and artisans who apply the highest level of ingenuity and skill. Since the Museum's founding in 1956 by philanthropist and visionary Aileen Osborn Webb, MAD has celebrated all facets of making and the creative processes by which materials are transformed, from traditional techniques to cutting-edge technologies. Today, the Museum's curatorial program builds upon a rich history of exhibitions that emphasize a cross-disciplinary approach to art and design, and reveals the workmanship behind the objects and environments that shape our everyday lives. MAD provides an international platform for practitioners who are influencing the direction of cultural production and driving twenty-first-century innovation, and fosters a participatory setting for visitors to have direct encounters with skilled making and compelling works of art and design. For more information, visit madmuseum.org.

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