

Beth Tuttle

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EXPERIENCE

DataArts, Philadelphia, PA

President & CEO (*March 2013 – present*)

Founding President of national arts service organization dedicated to empowering the arts and cultural sector with high-quality data and resources to strengthen its performance, vitality, and public impact. DataArts provides an online data management platform whose flagship service is the Cultural Data Profile (CDP), used by tens of thousands cultural nonprofits annually to report their financial and programmatic activities, thereby creating a richly detailed national information resource for and about the arts. Accomplishments include: Guided organizational transition from a project of The Pew Charitable Trusts to a successful and well-capitalized independent nonprofit organization; led strategic visioning, business planning, and implementation for this \$5 million enterprise; secured capital investments to design and build a scalable technology platform to streamline data collection across the arts, culture, and humanities; provided education, support, or services to thousands of cultural practitioners, more than 200 participating grantmakers and philanthropic partners, as well as researchers, arts advocates, and policy makers nationwide.

METStrategies LLC, Alexandria, VA

Managing Director (*1991 – 1994 and 2008 – present*)

Entrepreneurial business leader of consulting firm providing cultural, educational, media and foundation clients with strategic planning, management, communications and resource development counsel and services. METStrategies helps social benefit organizations envision and plan for their futures, and realize their leadership potential, particularly in times of inception, growth and transition. Clients include: Crocker Art Museum, Hirshhorn Museum and Sculpture Garden, National Museum of American Jewish History, National Museum of Women and the Arts, Newseum, Smithsonian Center for Education and Museum Studies, The World Chess Hall of Fame and Museum, National Academies of Science, Andy Warhol Foundation for the Visual Arts, TKF Foundation, Hoffberger Foundation, Gordon and Betty Moore Foundation, Jack Kent Cooke Foundation, Microsoft Network, and priceline.com.

Smithsonian Hirshhorn Museum and Sculpture Garden, Washington, DC

Deputy Museum Director, External Relations and Planning (*2006 – 2008*)

Director, External Affairs (*2004 – 2005*)

Directed successful four-year effort to refocus, revitalize and re-brand the Smithsonian's museum of modern and contemporary art. Provided senior leadership in development of policy, programs, people and budgets for this \$12 million operation. Played key roles in board and national leadership council identification, recruitment, development, engagement and stewardship. Developed blueprint for \$40 million campaign and helped secure \$15 million in commitments during initial phase. Managed marketing budget of \$1 million and staff of 12, across two departments. Led development of a five-year strategic plan and integrated branding and communications strategy including graphic identity, quarterly art magazine, website, innovative ad campaign, and signature programs. Results included growth in membership and attendance, and extensive national media recognition of exhibitions and programs.

America's Promise – The Alliance for Youth, Alexandria, VA

Senior Vice President, Institutional Advancement (*2003 – 2004*)

Led communications, marketing, resource development and information technology divisions for national nonprofit alliance for youth, founded by General Colin L. Powell and U.S. Presidents Ford, Carter, Reagan, G.H.W. Bush, and Clinton. Stewarded and solicited national board of directors, government, foundation, corporate and individual funders. Served on senior management team, reporting to President, and managed three divisions and staff of 20. Exceeded \$5 million dollar fundraising goal in 16 months and provided for one-year operating reserve of \$1.2 million. Conceptualized and managed Congressional Awards Gala and Promise of America Honors ceremony and White House gala, raising more than \$2 million in two events.

The Freedom Forum and Newseum, Arlington, VA
Senior Vice President/Communications (2000 – 2002)
Vice President/Marketing and Communications (1998 – 2000)
Director/Communications and Advertising (1991 – 1998)

Led strategic communications, marketing, and retail operations and group tour sales, and served on the senior management committee for The Freedom Forum and the Newseum, the interactive museum of news. Oversaw worldwide external relations for the Foundation and ensured integrated communications by its international journalism centers, located on four continents, The First Amendment Center at Vanderbilt University, The Freedom Forum Diversity Institute, and the Media Studies Center. Led long-term planning in preparation for the Museum's relocation and expansion.

People For the American Way, Washington, DC
Vice President, Director of Communications (1987 – 1991)
Director of Development (1983 – 1985)

Directed communications, fundraising and membership programs for 300,000-member national constitutional liberties and civic-engagement organization, founded by television producer Norman Lear.

D'Arcy, Masius, Benton & Bowles, New York, NY
Senior Account Executive (1985 – 1987)

Managed advertising and promotional marketing and coordinated consumer research for clients of this top-10 national advertising agency. Clients included: MCI, Corning Glassworks, General Foods' Yuban Coffee.

PUBLICATIONS, APPOINTMENTS, and AFFILIATIONS

Co-Author, *Magnetic: The Art and Science of Engagement* (AAM Press, 2013)

Visiting Practitioner, Georgetown University Center for Public and Non-Profit Leadership (2010 – 2012)

Commissioner for the Arts, Alexandria, VA (2012 – 2014)

Board of Directors, Cultural Alliance of Greater Washington, Washington, DC (2000-2008)

EDUCATION

Bachelor of Arts, American Studies, Brown University, Providence, R.I.
Certificate, Strategic Foresight, University of Houston, Houston, TX
Certificate, Center for Creative Leadership, Colorado Springs, CO
Certified Master Gardener, Virginia Cooperative Extension

SKILLS AND INTERESTS

Group process, experiential learning and group facilitation; graphic facilitation and recording; principles and practices of audience and market research and analysis; urban agriculture, sustainable food production and community greening; contemporary art, art history, literature, painting and photography.