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Jo Ann Sims
Chief, External Affairs

Jo Ann Sims has served as head of the museum's External Affairs Office since 2000. She is responsible for marketing, public relations, special events, corporate sponsorships, public programs, visitor services and products and licensing.

Sims managed the strategic communications, pre-opening events and opening festival for the museum's grand opening in 2006 after a 6 ½ year renovation, and oversaw a day-long public festival that marked the opening of the museum's Robert and Arlene Kogod Courtyard in November 2007. Sims also has recently developed multiple program series for the museum to attract new visitors, including a new media lecture series, film programs, jazz and classical concerts, hands-on family activities and high profile lecturers such as Maya Lin, James Rosenquist and Peter Schjeldahl..

Early in her tenure, Sims managed the museum's first national visibility campaign, a \$3.5 million program with the Principal Financial Group during "Treasures to Go," one of the most extensive art tours ever in the United States with eight exhibitions visiting more than 70 cities.

Previously, Sims was director of marketing and public relations at Central City Opera in Denver (1990–1999) where she managed all earned income departments. From 1982 to 1990 she was president of JAS Communications, a public relations firm in Denver that specialized in arts management.

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