

## Candidates for ICOM COMMS Board, Election 2025

### CANDIDATE FOR CHAIR



**Luis Marcelo Mendes, ICOM Brazil  
Journalist and Cultural Consultant**

#### **Statement:**

#### **Statement:**

Museums are evolving — and so must we. As communication professionals, we connect institutions and communities, yet our roles remain under-recognized in many museum structures. I am running for Chair to change that.

I want to lead ICOM COMMS with purpose, openness, and a collective vision. My top priority is strengthening the recognition and value of museum communication professionals worldwide, as strategic leaders shaping institutional futures.

Above all, I will work to ensure that ICOM COMMS reflects the professionalism we advocate for, incorporating new experiences and technologies in the field: a dedicated digital space to showcase our members' projects, voices, and experiences.

As Chair, I will ensure transparency, responsiveness, and real value in everything we do.

With years of experience in museum communication and international cooperation, I bring practical insight and a deep commitment to member-driven leadership.

#### **Biography:**

Journalist and consultant to cultural organizations based in Rio de Janeiro, Brazil. Focused on communications projects, design and branding management, digital media, publishing, and exhibitions. Profound knowledge of the cultural sector and comprehensive understanding of creative projects: 20+ years serving private and public sector clients, including museum institutions. Background as an entrepreneur engaged with several projects as a teacher/lecturer/workshop producer, curator, and book editor. Serving as an ICOM MPR ordinary board member

## **Two (2) CANDIDATES FOR VICE CHAIR (only one (1) can be elected):**



**Jessica Beatriz Ramírez Rivera, ICOM Mexico  
Operation Manager, Kahlo House Museum**

### **Statement:**

I have been an ICOM member for 15 years, during which I have participated in two General Assemblies and collaborated with several international committees. Among them, COMMS have been essential for my professional development. COMMS welcomed me into a space of generosity, strategy, and dialogue, becoming a key reference in my work. For this reason, I feel both grateful and responsible to contribute actively by putting forward my candidacy as Vice-Chair.

With over 15 years of experience in museum communication, feminist cultural action, and, currently, the creation and management of a new museum in Mexico City, I bring a strong commitment to equity and innovation. As a Latin American member, I believe in creating inclusive spaces for museum professionals, especially through small regional gatherings that foster dialogue on decolonization, community engagement, and equality.

One of my main goals is to develop a protocol to prevent, address, and eliminate gender-based violence in museums. I believe COMMS offers a powerful platform to bring this agenda to all ICOM members and spark meaningful change across our institutions.

As communicators, we have a responsibility to bring forward difficult conversations and translate them into methodologies that can make museums safe, inclusive, and healing spaces. That is the vision I want to strengthen in COMMS—as a network of care, innovation, and global solidarity.

### **Biography:**

Graphic designer and feminist workshop facilitator, she holds a PhD in Arts and Design from the Faculty of Arts and Design, UNAM. She is currently part of the core team developing the Kahlo House Museum, where she serves as Operations Manager and contributes to curatorial and museological strategies aimed at building safe, inclusive cultural spaces. With over 15 years of experience in museums and 8 years in feminist organizations and activism, she has collaborated with institutions such as the National Network of Shelters and the Antonio Haghenbeck Cultural Foundation. She is a long-standing member of ICOM Mexico and active in international academic networks in Mexico and Spain.



**Niloofar Yazdkhasti, ICOM Iran**

**Museum Curator, HOC, International Dolls Museum, Museum of Iranian Dolls and Culture  
Research Fellow in Digital Leadership, ICOM IMREC**

**Statement:**

Museum communication is not only about reaching audiences, it is about listening, connecting, and shaping shared understanding. As a candidate for Vice Chair of ICOM COMMS, I seek to continue contributing to a global network that values dialogue, ethics, and innovation at the heart of cultural work.

During my current term as Vice Chair (2024–2025), I have supported the Chair and board in their efforts to build a more inclusive and connected committee. Through collaborative work on communication strategies and global outreach, I have gained a deeper perspective on the diversity of our membership and the unique challenges and opportunities across regions. With more than a decade of experience in museums and cultural communication, I bring a strong foundation in audience engagement, digital tools, and intercultural exchange. My work is rooted in the belief that communication is both a professional practice and a civic responsibility.

If re-elected, I will continue to promote transparency, support emerging professionals, and foster meaningful participation across linguistic, cultural, and geographic borders. I am committed to ensuring that COMMS remains not only a committee but a community, a space where museum professionals feel seen, heard, and empowered to shape the future of our field together.

**Biography:**

Niloofar Yazdkhasti is a museum curator and communications strategist with over a decade of experience in audience engagement, digital innovation, and curatorial practice. She currently serves as Vice Chair of ICOM COMMS and is a Research Fellow in Digital Leadership at the ICOM International Museum Research and Exchange Centre. She holds the position of Curator and Head of Communications at the International Dolls Museum and the Museum of Iranian Dolls and Culture. During her term with COMMS, she has been actively involved in advancing COMMS's work and strengthening its presence within the wider network.

Her work emphasizes inclusive communication strategies that integrate technologies such as AI and digital storytelling to engage diverse communities. With extensive international experience, Niloofar has led communications for exhibitions and cultural heritage projects that amplify underrepresented voices. She is committed to completing her mission and continuing to serve.

## **Two (2) CANDIDATES FOR SECRETARY (only one (1) can be elected):**



**Bárbara Giacomet de Aguiar, ICOM Brazil**  
**Head of Communications, Goethe-Institut São Paulo**

### **Statement:**

I am applying for the position of Secretary of the ICOM COMMS, with the aim of contributing to the strengthening of collaborative and inclusive communication practices in the museum field. I have experience in drafting reports, systematizing processes, and organizing internal workflows. I also design and deliver training sessions on ethics, integrity, diversity, and equity, which can enrich the committee's collective work.

I believe I can bring a South American perspective, attuned to cultural diversity and local dynamics, along with solid experience in building connections between museums, relevant stakeholders and civil society. My candidacy seeks to amplify voices from the Global South, support the development of a transparent, collaborative, and engaged network, and promote more strategic and inclusive communication approaches.

I have been a member of ICOM Brazil since 2012 and am part of ICOM COMMS. My background in journalism and my experience in international organizations allow me to navigate across languages, cultural contexts, and institutions with flexibility. I am motivated to contribute with a perspective grounded in intercultural listening, procedural formalization, and the documentation of the committee's strategic actions, with a strong focus on transparency and institutional clarity. I am excited about the opportunity to join the Board and actively contribute to the future of ICOM COMMS.

### **Biography:**

Communication, to me, is a strategic and relational practice: it is through it that we build connections, positions, and meaning. Every institutional choice communicates something, shapes perception, and opens space for dialogue.

I am a journalist with a specialization in Organizational Communication and have over 15 years of experience in cultural institutions. I currently lead the communications department at the Goethe-Institut São Paulo and am also responsible for the institute's national Ethics and Integrity Program.

I previously worked at Instituto Moreira Salles and the São Paulo Museum of Art. I have been a member of ICOM Brazil since 2012 and am part of the ICOM COMMS. My trajectory combines communication management with the promotion of values such as diversity, transparency, and inclusion, always grounded in active listening, institutional coordination, and collaboration

across local and international teams. I am currently a Master's candidate in International Relations.



**Carolyn Mwenda, ICOM Kenya**  
**Head of Marketing, National Museums of Kenya**

**Statement:**

I am honoured to submit my candidature for Secretary to the ICOM COMMS Board, building on the privilege of serving one term already. With over 20 years of experience in marketing and public relations, I currently lead the Marketing Department at the National Museums of Kenya, where I have spearheaded innovative campaigns that have deepened community engagement and significantly elevated the institution's public profile.

I hold an MBA from the University Of Cape Town Graduate School Of Business and a Postgraduate Diploma from the Chartered Institute of Marketing, where I am recognised as a Chartered Marketer. My career has been defined by a commitment to audience-centered communication, creative strategy, and digital innovation.

Having served on the ICOM COMMS Board, I am well-acquainted with our shared goals and the importance of strengthening global museum narratives through strategic communication. With renewed energy, I am ready to continue contributing to ICOM COMMS by supporting knowledge exchange, and advancing the visibility of museums in an ever-evolving media landscape.

I am fully committed to serving with even greater purpose and look forward to the opportunity to continue supporting the international museum community.

**Biography:**

Carolyn Akariza Mwenda is the Head of Marketing at the National Museums of Kenya, where she has led transformative outreach strategies that have strengthened public engagement and visibility.

With over 20 years of experience in marketing and public relations, she brings a results-driven approach to cultural communication. Carolyn holds an MBA from the University Of Cape Town Graduate School Of Business and has been an active ICOM member.

Having served one term as Secretary to the ICOM COMMS Board, she is eager to continue serving with renewed strength and dedication. She remains passionate about using digital platforms to expand museum audiences and champion global heritage communication.

## **CANDIDATE FOR TREASURER:**



**Carolien Mertens, ICOM Belgium**  
**Head of Public Engagement, Royal Library of Belgium (KBR)**

### **Statement:**

I am proud to submit my candidacy for Treasurer of the ICOM COMMS Board, where I hope to contribute my experience in strategic communication, financial management, and inclusive leadership to support our shared vision of a connected and forward-thinking museum community.

As Head of Public Engagement at the Royal Library of Belgium (KBR), I lead communications, fundraising, exhibitions, visitor services, and commercial activities—managing teams and complex budgets with transparency and impact. I bring over a decade of experience in cultural leadership, including business planning, revenue generation, and stakeholder engagement—skills that align closely with the Treasurer’s role.

At KBR, I oversee financial strategy, ensure compliance, manage grants, and lead strategic development. I’ve also managed international projects for clients like the United Nations and European Commission, navigating finance and logistics across borders and time zones.

I joined the ICOM COMMS Board in 2024 to help build a global network that values collaboration and inclusivity. As Treasurer, I will ensure transparent and efficient financial processes to support our strategic goals and activities. I am particularly committed to amplifying diverse voices and strengthening global collaboration through responsible resource management. I would be honored to continue serving ICOM COMMS with integrity, precision, and purpose.

### **Biography:**

Carolien Mertens is Head of Public Engagement at the Royal Library of Belgium (KBR), where she leads strategic communication, fundraising, KBR museum & exhibitions, and visitor services. As a member of KBR’s executive board and the national advisory committee for museums, she combines cultural insight with strong leadership and financial acumen.

Carolien has over a decade of experience in cultural management and international event coordination, including running her own company organizing conferences for institutions like the UN and the European Commission.

She brings proven expertise in cultural management, stakeholder engagement, and transparent governance. A passionate advocate for accessible and audience-driven communication, she joined the ICOM COMMS board in 2024 to strengthen global collaboration

among museum professionals. Fluent in six languages and based in Brussels, Carolien is committed to fostering sustainable, inclusive, and strategic communication in the museum sector.

### **Twenty (20) CANDIDATES FOR ORDINARY MEMBER (Only Five (5) can be elected):**



**Fatma Ahmed Soliman Abdelnabi, ICOM Egypt**  
**General Director of King Tut Training Center, Grand Egyptian Museum**

#### **Statement:**

I would like to be elected as an Ordinary Member because that will give me the opportunity to learn, operate, and share with others in COMMS committee as well as form the Communications, Marketing and Audience Engagement, and I have skills of communication and marketing at the field of Museums and Heritage and tourism as well, and will be great chance to widen my communication and share our passion to preserve and exchange our experiences worldwide under the umbrella of ICOM family.

#### **Biography:**

I am a PhD holder in museum studies and Heritage studies, director of the training center at GEM, and served as an executive Board Member of the Egyptian NC. shared the launch of the African Committee at Burkina Faso, then shared ICOM to form the ethics of museums operation, shared and participated with ICOM conferences at Zambia, Koria and one of selected women leaders at AUC continuing learning to learn how to enhance our management skills, keep learning and always believe that I have to be the change I want to see in the world.

I have been responsible for implementing Physical and intellectual accessibility at GEM and team member at King Tut Exhibition team.





**Judita Astroviene, ICOM Lithuania**  
**Head of Marketing Project, Kaunas IX Fort Museum**

### **Statement**

I am applying for the position of Ordinary Member on the ICOM COMMS Board for the 2025–2028 term. I have over 10 years of experience in communication and marketing in both public and cultural sectors. Currently, I lead the Marketing Department at the Ninth Fort Museum in Kaunas, Lithuania, where I manage a team and coordinate strategies for public relations, exhibitions, and educational programmes.

I believe that strong and inclusive communication helps museums grow, connect with communities, and contribute to social well-being. ICOM COMMS's values—innovation, inclusion, and cooperation—are very close to my own. I would like to contribute to this mission by sharing my experience in strategic communication, visual identity development, project planning, and fundraising.

I am also interested in sustainability and how communication can support this goal. I hope to be a useful and active member of the board, ready to learn from others and support global museum dialogue.

### **Biography:**

I am the Head of Marketing projects at the Ninth Fort Museum of Kaunas, Lithuania, where I lead communication strategies, audience engagement projects, and public programmes. My professional experience includes strategic planning, cultural project coordination, and outreach activities focused on enhancing the museum's social and cultural relevance. I believe that culture plays a fundamental role in promoting societal well-being and resilience. I am committed to contributing to ICOMCOMMS by offering my expertise in communication and my strong interest in sustainable development, inclusivity, and international cooperation in the museum sector.





**Bettina Aude Parastar, ICOM Denmark**  
**Head of Communications, Trapholt Museum for Modern Art and Design**

### **Statement**

I am proud to put myself forward as a candidate for Ordinary Member of the ICOM COMMS Executive Board, aiming to contribute actively during the 2025–2028 term.

As Head of Communications and part of the leadership team at Trapholt – Museum of Modern Art, Craft and Design in Denmark – I bring over seven years of experience in strategic communications, press, and public engagement. Trapholt is a national cultural beacon situated in the UNESCO-designated design city of Kolding.

Participation is central at Trapholt. The museum explores new approaches through sensory exhibitions and participatory art projects that expand the boundaries of what museums do and introduce new forms of public involvement. For this work, Trapholt was awarded the 2021 ‘Art Museum Award’ by the European Museum Academy (EMA).

I believe that museums contribute meaningfully to strengthening society and equipping the public to face the challenges and changes of an ever-evolving world. My work is grounded in a passion for connecting diverse audiences to contemporary art, craft, and design, and in demonstrating how clear, creative communication can drive institutional change.

I am keen to contribute my experience and insights to ICOM COMMS, and to support international collaboration that strengthens our sector’s ability to respond to global challenges. I am eager to contribute my experience and support international collaboration to amplify our global impact.

### **Biography:**

Bettina Aude Parastar (MA in International PR & Communications) is Head of Communications and part of the leadership team at Trapholt – Museum of Modern Art, Craft and Design in Denmark. For the past seven years, she has led the museum’s communications, marketing, and press strategy with a strong focus on visibility, relevance, and public engagement.

During her tenure, Trapholt has experienced a 16% increase in visitor numbers and a 40% rise in media mentions. The equivalent advertising value has more than doubled, from DKK 19 million to DKK 40 million. National press reach has grown by 68%, from nearly 70 million to over 118 million.

Bettina’s work combines strategic leadership with public outreach, positioning Trapholt as a dynamic and inclusive institution within the cultural sector. She is passionate about connecting diverse audiences to contemporary art, craft, and design through clear and engaging communication.



**Ozma Bhatti, ICOM Pakistan  
Curator, Researcher, Fakir Khana Museum**

**Statement:**

I am applying for the position of Ordinary Member on the ICOM COMMS board because I am deeply committed to strengthening museum communication as a tool for inclusivity, education, and community engagement. With over a decade of experience in curatorial practice and heritage research currently as Curator at Fakir Khana Museum and Secretary of ICOM Pakistan I bring both practical field experience and strategic insight to support ICOM COMMS's vision.

My work includes curating exhibitions at Lahore Museum and contributing to international heritage projects. I have led initiatives in regional museums that focus on storytelling, interpretation, and public dialogue particularly within historic house museums and underserved communities.

ICOM COMMS envisions communication as a powerful force to build bridges between museums and their audiences. As an Ordinary Member, I will contribute by amplifying voices from the Global, fostering intercultural dialogue, and shaping inclusive communication strategies that advance ICOM's strategic goals of sustainability, accessibility, and diversity.

**Biography:**

Ozma Bhatti is a curator and researcher at the Fakir Khana Museum, with a focus on regional heritage, storytelling, and educational engagement in historic house museums. She also serves as Secretary of ICOM Pakistan (2025–present).

From 2015 to 2018, she worked as a Restoration and Exhibition Officer at the Lahore Museum, contributing to key gallery redisplays, special exhibitions, and the documentation of miniature paintings and archival collections. In 2017, she also supported the development of the High Court Museum in Lahore.

Earlier, she coordinated interns and docent training for the UNESCO project “The Re-discovery of Harappa” (2015), and participated in an international Museum Training Program in Beijing (2013). Ozma began her museum journey as a volunteer (2012–14) at the Lahore Museum, researching the Indus and Gandhara galleries, an experience that shaped her enduring commitment to cultural heritage and inclusive museum practice.



**Cristina Chiaiso, ICOM Italy**  
**Research Fellow UniGe, Dissemination Officer**  
**Project Manager Tourism & Heritage Innovation Hub UniGe/Ulysseus**

**Statement:**

Communication plays a pivotal role within museums and cultural institutions: as a cultural communication strategist, I am fully committed in recognising and enhancing the complex position and activities of professionals in this field. That's why I truly match the ICOM COMMS vision and goals and I am applying to be part of the board as an Ordinary Member.

I develop my activities and research at the University of Genoa, within the European alliance Ulysseus, merging an innovative approach to Cultural Heritage and Communication.

Topics such as developing research, defining skills, specific training and continuing education programmes, sharing best practices, disseminating and expanding an international network of people and institutions, are priorities.

I coordinate the national working group "Museum Communication" of ICOM Italy and I've already had the opportunity to cooperate actively with ICOM MPR (now COMMS) as Italian co-leader for the international Workshop "Everything in a Museum Communicates". Together with the Italian working group, I have also developed the webinar format "Museum Unmuted", where professionals can talk and share their experience.

Within the ICOM COMMS international committee, I would be honoured to contribute on shared goals and developing a system of competences among colleagues, promoting dialogue and discussion on professional recognition.

**Biography:**

Cristina Chiaiso is PhD and Research fellow at the University of Genoa, where she is the Dissemination Officer for the European alliance Ulysseus; she is the Project Manager of the "Tourism & Heritage" Innovation Hub at the same university.

She has specific professional and research skills, developed in the last 20 years by designing and coordinating innovative valorisation projects, particularly in the Museum and University fields. She is committed to recognising and enhancing the role of communication professionals for Cultural Heritage and she coordinates the national "Museum Communication" Working Group of ICOM Italy.

She is Member of ICOM COMMS, ICOM Italy "Liguria" regional board, FERPI, the Italian Public Relations Professionals Association.

Among her research topics and activities: communication and innovation strategies for Cultural Heritage, also in creating value for the development of the territory, promoting opportunities for economic and social growth.



**Anja De Lorenzo, ICOM Switzerland**  
**Managing Partner, DeLorenzo Art and Museum Management & Consulting**

### **Statement**

I am applying for the position of Ordinary Member on the ICOM COMMS Executive Board (2025–2028). As the Managing Partner of a specialised consultancy, I support museums in strategic repositioning, digital transformation, fundraising, sponsorship, and the development of sustainable visitor experiences. I don't just create strategies – I implement them.

My work bridges research and practice: I hold a Doctorate in Business Administration (DBA) with a dissertation on the customer journey in the cultural and event sector. With a dual MBA/EMBA, I combine academic depth with operational expertise. I translate this knowledge into practical concepts for museums – from new building projects and institutional restructuring to audience engagement and donor relations.

One of my core areas is the design of the visitor journey: inclusive, structured, and service-oriented – across physical and digital platforms. I see communication not as surface, but as structure – shaping internal processes, institutional values, and public impact.

ICOM COMMS offers a unique platform to shape discourse, share expertise, and foster professional dialogue across cultures and institutions. I would be honoured to actively contribute to this community by bringing strategic insight, operational know-how, and a visitor-centered perspective. I believe in museums as inclusive, social spaces.

### **Biography:**

Dr. Anja De Lorenzo, MBA/EMBA, is Managing Partner at DeLorenzo Museum Management, a consultancy based in Basel, Switzerland. Her doctoral research explored the customer journey in the cultural, service, and event sectors, and she now applies these insights to the cultural field – helping museums navigate digital transformation and audience engagement.

She advises cultural institutions on visitor journey design, service innovation, audience development, and integrated fundraising and sponsorship strategies. Her aim is to make museum experiences more user-centered, strategic, and sustainable. With a dual MBA/EMBA and a Doctorate in Business Administration, she combines academic depth with operational insight.

She is an ICOM member in Switzerland and passionate about contributing to the international museum and cultural field through collaboration, strategic thinking, and dialogue. She believes in museums as learning spaces shaped by relevance, responsibility, and empathy.



**Divyeshkumar Gameti, ICOM India  
Chief Curator, Science Centre Surat**

**Statement:**

I am honored to stand as a candidate for Ordinary Member of the ICOM COMMS Board. With over 20 years of experience in science communication, education, and museum practice, I currently serve as Curator and I/c Chief Curator at Science Centre Surat, India. I oversee science galleries (Astronomy, Space, Diamond, Fun Science, Power of Play), the Digital Planetarium, 3D Theatre, and public outreach programs with schools, colleges, and NGOs. I also manage Surat Fort and the Martyrs' Memorial Project and serve as the Centre's Appellate Officer.

I lead initiatives in multilingual communication, exhibition development, and community engagement—especially with youth and underserved groups. My academic background in physics, education, and IT, and my prior teaching roles as Lecturer and Assistant Professor, strengthen my multidisciplinary approach.

I have actively contributed to international forums, including ICOM COMMS (Tbilisi 2024), CIMUSET (Seoul 2023, Beijing 2019), and training by ISRO, JAXA, and NCSM.

If elected, I will:

- Share South Asian practices in inclusive science engagement
- Support webinars, digital strategy, and content development
- Promote ethical and multilingual storytelling
- Expand ICOM COMMS's outreach in the Global South

ICOM COMMS's vision of inclusive, ethical, and impactful communication aligns with my values and work. I am committed to contributing actively to its working groups, regional engagement, and global dialogue.

**Biography:**

Mr. Divyeshkumar Gameti is a passionate and versatile museum professional with over 20 years of experience in science education, exhibit development, and public engagement. Currently serving as I/c Chief Curator at the Science Centre Surat, India, he leads key departments including science galleries, Surat Fort, Heritage Cell, and Shahid Smarak (Martyrs' Memorial)

project.

His academic background in Physics (M.Sc.), Education (M.Ed. in Guidance & Counseling), and Information Systems, along with prior roles as Senior Lecturer and Assistant Professor, reflect his unique blend of scientific and educational expertise.

Mr. Gameti is deeply committed to making science communication more inclusive and accessible. He champions the use of digital and immersive technologies to enhance visitor experiences and foster community learning. His mission is to bridge the gap between museums and the public—especially youth—by creating spaces that inspire curiosity, participation, and lifelong learning.



**Om Prakash Ghimire, ICOM Nepal  
Founding Chair, Panchapuri Museum**

### **Statement**

I am applying to be an ordinary member of the ICOM COMMS. Academically I have completed master's in mass communication and master's in Museology. I have served in the museum sector for 15 years contributing to museum communication and marketing and 25 years in the media sector.

Both academic and professional experience and expertise are I think relevant and useful to create synergy to contribute in through this committee. Suitability of museum is the concern of all museum communities and ICOM strategy as well. I think if we prioritize communication and marketing it will help to increase the audience's engagement in museums, and this is the real foundation of museum sustainability. These efforts are required for small museums, especially in the economically poor countries. I can contribute to this gap and need by developing innovative ideas and promoting communication and marketing.

### **Biography:**

Marketing, public relations and museum communication are very urgent issues for the museum's performance and optimization of its service. But especially museums from low economy countries like Nepal are facing big challenges of addressing these issues and solving the problems.

I want to contribute to this sector through fostering training, discourse and supporting the members in various ways. Similarly, some innovations utilized by the museums can also be penetrated in participatory ways. Since I am also from a media background, I can contribute to innovating new ideas to promote marketing, communication and visitors' engagement in

museum sector. I have also my own experience of linking media to museums which I believe can be useful to expand in other places through this platform.



**Mariana Guarini, ICOM Brazil**

**President and Chair of the Board, São Paulo Museum of Modern Art (MAM)**

### **Statement**

I am very interested in becoming a member of the board as an Ordinary Member to contribute with my experience in management, governance, and cultural development.

Throughout my career, I have held strategic positions in cultural and social institutions, promoting innovation, sustainability, and institutional strengthening.

I believe that my expertise in administration, fundraising, and social responsibility can add value to the board's decisions, helping to expand partnerships, reinforce the organization's mission, and promote inclusive and accessible projects for the community. I am motivated to collaborate in implementing good governance practices, transparency, and ethics—essential for the organization's sustainable growth.

Additionally, I am interested in supporting initiatives that promote education, social inclusion, and democratization of access to culture. My commitment is to act with dedication, ethics, and transparency, contributing to the strengthening of the board and achieving positive results for society as a whole. I want to be part of this moment of transformation and growth, helping to establish the organization as a reference in the cultural and social sector. I am confident that my experience and enthusiasm can significantly contribute to the success of the institution and its impact on the community.

### **Biography:**

With 33 years of professional experience, I have held C-level roles across various sectors. I served as President and CEO of the Museum of Modern Art of São Paulo (MAM-SP) from 2019 to 2021 and have been a member of its Board and Governance Committee since 2021. I am also a partner at MGB Governance and Consulting Ltd., specializing in family wealth management since 2005.

My career is deeply rooted in the museum, art, and culture sectors, participating in boards and committees for cultural development. Currently, I serve on the Board of the Museum of Ecology and Sculpture of São Paulo (MUBE) since 2024, and on MAM-SP's Board since 2021, including its Governance Committee. Additionally, I contribute to social responsibility initiatives



as a member of the Fiscal Councils of Childhood Brasil and Unipar Carbocloro S/A. I am also a mentor at Founder Institute Brazil, supporting innovative startups.



**NagmEldeen Morshed Hamza, ICOM UAE**  
**Senior Conservation scientist, National Museum of Ras Al Khaimah**

**Statement:**

I am applying for the position of Ordinary Member on the ICOM COMMS Board because as a conservation scientist working at the intersection of heritage preservation and heritage science, I bring both a technical background and a deep commitment to meaningful communication strategies that align with ICOM COMMS's vision of empowering museum communicators worldwide. My experience in heritage science, cultural heritage management, and collaborative international projects, I have developed strong team work, organizational, and cross-cultural communication skills. I see this position not only as an opportunity to contribute, but also to learn from and collaborate with an international network. I am looking for the opportunity for supporting the implementation of ICOM COMMS's strategic goals and contributing to meaningful projects that enhance the impact and visibility of museums worldwide.

**Biography:**

Senior Conservation scientist at National Museum of Ras Al Khaimah, department of antiquities and museums, UAE from 2022 till now. Senior conservation scientist and archaeobotanist at the Grand Egyptian Museum from 2010 until 2022. Master's degree in Archaeological Materials Science, a joint master by Sapienza University of Rome, the University of Évora in Portugal, and Aristotle University of Thessaloniki in Greece. Ph.D. in Environment and Cultural Heritage in Earth Sciences at the Department of Earth Sciences of Sapienza - University of Rome. Member of technical committee of international measurement confederation- Metrology for Cultural Heritage IMEKO TC26. ICOM member in ICOM United Arab Emirates. My work integrates scientific research with practical conservation, advancing the preservation of cultural heritage.



**Casper van der Kruit, ICOM Netherlands  
Senior Spokesperson/Press Officer, Rijksmuseum**

**Statement:**

As a communications professional at one of the world's leading art museums, I want to connect and inspire colleagues around the globe and share my knowledge. That is why I am applying for the position of Ordinary Member of the board of ICOMCOMMS. Museums worldwide face the same challenges. Whether it is strengthening ties with the local community or reaching art and museum lovers across the world, effective communication is essential to meet these challenges. Free publicity and press coverage are of vital importance to any museum. The independence of journalists guarantees that information is fact-checked; the audience knows that what they are presented with is true. This carries incredible added value compared to marketing communications, which are of course important too, but do not carry the same weight in the eyes of the public.

Thanks to my many years of experience at the Rijksmuseum and my previous career as a television reporter and lead editor, I know exactly which stories touch people's hearts. Whether it's a new acquisition that I managed to make go viral or the communications around Operation Night Watch, I always know I can rely on my keen nose for news.

Sharing these insights and experiences through ICOM COMMS is a wonderful way to help strengthen the entire international field. That is why I sincerely hope to be elected as a Board Member of ICOM COMMS.

**Biography:**

My name is Casper van der Kruit and I am a press officer at the Rijksmuseum in Amsterdam. I am 51 years old, have a master's degree in art history and studied journalism. I worked for nearly two decades as a television reporter before making the switch to the museum world. This unique background enables me, like no other, to uncover the stories within the organisation that truly touch people's hearts. Whether it's internal or external communication, connecting people with the Rijksmuseum and its collection is what I dedicate myself to every day, and I do so with tremendous joy. This same joy I would like to bring to ICOM COMMS.



**Audrey Rose Mizzi, ICOM Malta**  
**Marketing Executive, St. John's Co-Cathedral Foundation**

**Statement:**

I am applying for the position of Ordinary Member on the ICOM COMMS Board. With a decade of experience in museum marketing, public engagement, and communications across cultural NGOs and institutions in Malta and the UK, I believe I can contribute to making ICOM COMMS more inclusive, accessible, and globally representative.

As a current volunteer with ICOM Communications & PR, I have already engaged with the network and understand the importance of connecting voices from underrepresented regions. My academic grounding in museum studies, coupled with hands-on experience in managing digital content, campaigns, and capacity-building initiatives, equips me to support the committee's goals—particularly in increasing participation, sharing best practices, and embracing new challenges in museum communication.

I can contribute meaningfully to strategy through digital storytelling, social media engagement, and collaborative programming, including webinars and knowledge exchange. My experience in youth engagement, festival organisation, and content development aligns closely with ICOM COMMS's vision to foster community, innovation, and dialogue.

As an Ordinary Member, I would work to promote active listening across platforms, amplify unheard voices, and help shape programming that reflects the sector's evolving needs. I am deeply committed to building a professional community where communication is a tool for impact, equity, and creativity.

**Biography:**

Audrey Rose Mizzi is a communications and cultural professional based in Malta with experience in museum marketing, public engagement, and cultural programming. She holds an MLitt in Museum and Gallery Studies from the University of St Andrews and has worked with several of Malta's leading cultural institutions, including Fondazzjoni Kreattività and the Malta Entertainment Industry Association, where she led on digital strategy, audience outreach, and marketing campaigns.

She currently works as Marketing Executive at St. John's Co-Cathedral Foundation. Audrey also contributes voluntarily to ICOM Communications & PR, the Cospicua Short Play Festival, and the National Youth Council. Her interdisciplinary background includes communications, content creation, youth work, and performing arts. Passionate about accessibility, and co-creation, Audrey uses storytelling and strategic communication to build meaningful connections between museums and their communities.



**Ephason Shamu Mwiinde, ICOM Zambia**  
**Assistant Conservator, Livingstone Museum**

**Statement**

Having served as ICOM Zambia Ordinary member before I feel I will disseminate the knowledge and experience to members of the board and the membership at large. I will broaden the scope of knowledge by following and applying the vision and strategic goals to the membership at large. I will expose ICOM COMMS to international networks without borders for more opportunities of exchange of knowledge at all levels.

**Biography:**

I am Ephason Shamu Mwiinde an employee of the National Museums Board of Zambia based at the Livingstone Museum as an Assistant Conservator. I am the current Vice President for ICOM Zambia National Committee. I have been a member of ICOM since 2010 and have my membership dues paid for to date. I am in middle management and my main duties as an Assistant Conservator are to assist planning in preventive and curative conservation services to the museum for the preservation of movable heritage for posterity.



**Uula Neitola, ICOM Finland**  
**Head of Communications, Finnish Cultural and Academic Institutes**

**Statement:**

My participation in the ICOM COMMS Board's work as an ordinary board member would bring an active and much-needed perspective to the committee's activities in terms of producing high-quality events and seminars and new trends in museum communication – directly from

the field. Five years on the board of the national committee, leading various ICOM projects and speaking at numerous conferences has given me the ability to see further into ICOM's horizon and operate within it. I would now like to take on more responsibility in my "own" committee and, in line with the vision of ICOM COMMS, especially to embrace contemporary challenges and necessary change in the sector by encouraging difficult conversations with different voices. My best tool for successful board work is my enthusiasm, seasoned with a little knowledge about our large organization. I would like to see my greatest contribution to ICOM COMMS be bringing a fresh perspective. I particularly emphasize the importance of the rising generation of museum communicators as an influential factor in the museum sector. It would be interesting to see what kind of successes this could bring to ICOM COMMS in the future.

**Biography:**

I am Uula Neitola from ICOM Finland. I am delighted to be participating in the ICOM General Conference for the third time. I think that I have grown from a young professional into a strong mid-career professional.

In the museum field, it has also been professionally exciting and enlightening to observe developing trends from a communications perspective. I currently work as Communications Specialist at Finnish Cultural and Academic Institutes. Alongside my work, I have also pursued a career at ICOM. I have had the opportunity to lead interesting projects in the national committee, for example, related to the participation of young professionals and the definition of a museum. My dissertation at the University of Turku is also related to international cultural exchange and diplomacy.

Now I would like to contribute more to international influence in my own field. ICOM COMMS would gain a natural, enthusiastic, and creative board member in me. It's time to start.



**Alassane Ouedraogo, ICOM Burkina Faso**

**Head of the Financial Department, Directorate General of Culture and Arts, Burkina**

**Statement:**

I wish to be an ordinary member of the ICOM COMMS board of directors to further contribute to the development of my international committee by being a driving force in the definition and implementation of strategies and orientations. I believe that my years of experience in management, marketing and fundraising for museums could be useful for the growth of museum institutions. I believe I have the necessary tools for this because I have had the

opportunity to benefit from several training courses related to the objectives of ICOM COMMS, to share many experiences with museum professionals from diverse backgrounds and to develop a strong network of professionals and museum institutions. Also, I am an active member of one of the most dynamic African national committees. Within this committee, we have formulated and obtained funding from ICOM and its partners for several integrative projects for museums in Africa. This rich experience has allowed us to create a cooperative network between several museums in Africa. This experience could be used to achieve the vision and objectives of ICOM COMMS, which essentially aims to be an inclusive, integrative, and innovative committee.

**Biography:**

Initially passionate about accounting and business management in my studies, and later additionally interested in culture and cultural heritage, I had to choose a professional training as a museum curator after my secondary studies in accounting.

Therefore, since September 2008, after being well-equipped in these two fields, I have been practicing my passion with great pleasure. I am an accounting and marketing manager but in the field of culture and heritage.

This exhilarating job has allowed me to live various experiences in many countries and to create a strong network of people who share the same passion as me for cultural heritage and its promotion. Today, I am more focused on promoting museums through mentoring professionals in project development and fundraising for their institutions.



**Mai Rashad, ICOM Egypt  
Curator, Marketing Manager, Greco-Roman Museum**

**Statement**

As a Museum Marketing Manager and Social Media Specialist, I am deeply committed to the power of effective communication in making heritage accessible. I want to join the ICOM COMMS board to help advance its mission of fostering professional exchange and innovation. My qualifications are rooted in my practical experience. I have successfully led marketing campaigns for major institutions, including the celebrated reopening of the Greco-Roman Museum. As the Head of Marketing and a Social Media Specialist for Egypt's Museums Sector, I'm responsible for developing compelling visual identities and managing digital engagement across multiple museums. This hands-on expertise in creating and implementing

communication strategies, from a regional perspective, gives me a unique understanding of our shared challenges and opportunities.

I can contribute to the board's vision by offering a voice from a distinct cultural context, enriching our global dialogue. My focus on digital communication and visual content is directly aligned with modern strategic goals. I am eager to share insights, collaborate with peers, and help strengthen the network, ensuring ICOM COMMS remains a vital force for museum professionals worldwide.

### **Biography:**

I am a dynamic marketing and cultural heritage professional with a unique background as a Museum Curator. My journey began at the Royal Jewelry Museum, where I not only managed the marketing department but also cultivated a passion for community engagement, organizing events that significantly boosted visitor interaction. Now, as the Marketing Manager at the newly reopened Greco-Roman Museum, I am at the forefront of its visual identity and promotional efforts, including spearheading a successful campaign that introduced its treasures to a broad audience. My expertise extends to the broader Museums Sector as a Social Media Specialist, where I am responsible for creating and managing the captivating visual content that defines our collective digital footprint. My work is driven by the belief that strong marketing and a clear visual identity are key to making cultural heritage accessible and exciting for everyone.



**Keith Angelo Reburiano, ICOM Philippines**  
**Head of Public Services, National Museum of the Philippines**

### **Statement**

I am applying for the position of Board Member of the ICOM International Committee for Communications, Marketing, and Audience Engagement (COMMS) because I believe I can bring a fresh perspective—as an Southeast Asian millennial with a background in international studies and a deep passion for history and built heritage.

I see this as a unique opportunity not only to contribute meaningfully, but also to learn from experienced museologists and collaborate with peers across sectors to advance COMMS' mission as a global hub for museum professionals in PR and marketing. I believe my voice and experience can help shape programs that respond to today's fast-changing and complex world. If chosen, I'd love to launch an "ICOM COMMS 101" webinar—an informal fi reside chat to welcome and engage new members. I'm excited about the possibility of serving and hope the



community considers my application.

**Biography:**

Keith is a dedicated civil servant with over a decade of experience in government, focusing on cultural and public communications.

He joined the National Museum of the Philippines in 2022 and became Officer-in-Charge of the Communications and External Affairs in 2024, leading the implementation of its strategic communication plan and boosting its digital presence and stakeholder engagement. Under his leadership, the museum's social media reach skyrocketed by 135%, marking a major milestone in public engagement. He has also led various programs and campaigns in collaboration with local and international partners, including Manila Bulletin and Louvre Abu Dhabi.

Currently, he serves as Head of Public Services and is pursuing a master's in International Studies. In addition, he is working with fellow members of ICOM COMMS and ICOM AVICOM on a webinar series titled "Rethinking Museum Communication in the Digital Age," scheduled to premiere online in late 2025.



**Sergio Manuel Rivera, ICOM Mexico**

**Chief PR & Marketing Officer, MIDE, Museo Interactivo de Economía, Ciudad de México**

**Statement:**

I would like to become an Ordinary Member of ICOM COMMS. My contribution would be based in two different but complementary ways: visibility for Latin America marketing and communications professionals, whose input would introduce abroad perspective about the challenges and opportunities to the development of the field. Also, I will be an advocate of the importance of COMMS professionals as a group of agents of change within museums, as brand strategists, as spokespersons for our institutions and reputation guardians. We are dedicated to promote the added value that museums confer to communities and societies: knowledge, coexistence, understanding, tolerance, sustainability and empathy. We are specialists in bringing museums' message in a time of conflicts and economical crisis.

I am convinced that our job is not only centered in spreading names of exhibitions or museums opening hours. As communicators, we have an ethical commitment to well-being, to do what is in our hands to construct a better citizenship creating innovative ways of advertising, giving impulse to our mission and, at last, the vision of the world shared by our institutions. I think we need to recognise our potential, our capabilities and to show to our colleagues how important

is our job to accomplish museums objectives. We need new narratives, we can create a different storytelling of what museums can do for a better world. I like to dream, but not alone.

**Biography:**

His professional profile is centered in marketing communications, sales and cultural leadership. Volunteer Programs Manager at Antiguo Colegio de San Ildefonso Museum; Sales Director at Mexican Radio Broadcasting Institute. Since 2010, Director of Public Relations and Marketing at MIDE, Interactive Museum of Economics.

Member of the EFFIE Awards Mexico Jury since 2014.

Curator: Sigmund Freud, collector, San Ildefonso Museum; Long live Frida!, Historic Center Foundation-Mexico City's Culture Secretariat; The colors of Mexico, Mexican Ministry of Foreign Affairs.

President, Mexico City's Private Museums Alliance (2018 - 2022).

Communications Advisor, ICOM Mexico's Chapter in 2022.

EFFIE Gold Award (2021), Small Budgets category, campaign Economics as you've never been told, which also won a Bronze medal given by Creative Gold Circle of Mexico. Ibero-American award Caracol de Plata with the campaign Financial nightmares (2024).

Graduated from the Getty Leadership.



**Avi Rosenzweig, ICOM United States**

**Science Communications Manager, UC Berkeley, Office of Science Education & Outreach**

**Statement:**

I am putting in an application for Ordinary Member on the COMMs board. I changed career paths two years ago when I switched from being an academic advisor in engineering to a science communication role in the Dean's Office for the liberal arts at UC Berkeley.

As an academic advisor I took on leadership roles in the largest professional association for advising, NACADA, which has an international presence. I was elected Chair of the STEM Advising sub-commission, which grew from 700 to over 900 members during my tenure. I served on several conference organizing committees, on the board of many other sub-commissions (including social justice, administration, and philosophy), acted as a reviewer for award nominees and journal submissions, and staffed the early remote training and professional development service arm of the organization.

This is just my second year in ICOM, so I need to gain more experience before considering serving in a leadership role. But COMMS is my choice to get started because I think museum professionals and educators have been too defensive in response to recent political backsliding -- I think it is time to go on offense, and communications and marketing is the way we have to get out the message that some institutions in society need to promote, not merely safeguard, a grander vision of human accomplishment and potential. Civilization is worth fighting for. Museum professionals need to take the lead. I ask for your support of my nomination to the board.

**Biography:**

I am a humanities major who has been supporting engineering and physical science researchers and educators for over 15 years. I pioneered outreach and development programs targeting underserved high school populations to prepare them for STEM degree study. Our nanosciences institute was ranked number one in the world during the 2010s and launched many successful careers and raised the profile of nanoengineering. Recently, I have taken on a communications role for physics, astronomy, mathematics, and earth sciences at UC Berkeley in addition to design and programming for our tech museum. I want to encourage integration of a scientific mindset within broader public policy and education advances. STEM has more to contribute than the prospect of well-paying jobs. It can help clarify how to decide what a good life includes and how best to accomplish one.



**Roberto Torres, ICOM Chile**  
**Head of Communications, Museo Artequin Santiago**

**Statement**

I am applying for the position of Ordinary Member of the ICOM COMMS board because I believe in the transformative power of strategic communications in museums and the urgent need to bring more diverse, inclusive, and regionally grounded voices into decision-making spaces.

With over 12 years of experience leading communications in museums and cultural institutions, including the Museum of Memory and Human Rights and Museo Artequin in Chile, I bring a Latin American perspective focused on access, innovation, and community engagement. I am also Director of Wonder Digital, a consultancy specialized in cultural communication strategies, digital platforms, and audience development.

I want to contribute actively to COMMS by connecting with colleagues and institutions across

Latin America and the Global South to ensure their voices and needs are represented. This aligns directly with ICOM COMMS's strategic goals of fostering collaboration, diversity, and global capacity building.

My background in digital storytelling, branding, and participatory platforms supports the committee's vision to strengthen communication as a strategic and creative tool for museums worldwide. I bring energy, creativity, and a strong commitment to public engagement—qualities that I'm eager to put in service of an active and responsive COMMS board.

**Biography:**

Head of Communications at Museo Artequin and Director of Wonder Digital. Publicist (USACH) and Master in Strategic Communication (UDP), with 12+ years leading communication strategies in the cultural and museum sector. Specialist in digital culture, branding, and audience development, with proven experience in the design of participatory and innovative platforms. Former editor at the Museum of Memory and Human Rights, where he co-led "Sintoniza con la Memoria", awarded a Bronze Lion at Cannes 2019. Member of ICOM COMMS, where he seeks to contribute a Latin American, digital and inclusive perspective to the international board. Passionate about connecting people and institutions through meaningful narratives that expand access to culture as a fundamental right.

###