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experience

METStrategies LLC, Alexandria, VA

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

Lead successful firm providing communications, advertising and branding, strategic planning, organizational and resource development counsel, to complex mission-driven organizations with an emphasis on the cultural, educational and philanthropic sectors. Clients have included Crocker Art Museum, Newseum, Smithsonian Center for Education and Museum Studies, Corcoran Gallery of Art/Corcoran College of Art + Design, Democratic National Committee, Media Access Project, NAACP Legal Defense and Education Fund, TKF Foundation, Hoffberger Foundation, The Freedom Forum, Jack Kent Cooke Foundation, Microsoft Network, priceline.com, Prodigy Services.

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 reposition, revitalize and re-brand this leading museum of international modern and contemporary art. Increased attendance, local, national and international visibility, and funding. As member of Smithsonian-wide External Affairs Management Team advised on institution-wide development and communications strategies, policies and practices. Managed budget of \$1 million and staff of 12.

- Envisioned and implemented external communications program, new brand strategy and graphic identity that resulted in a highly contemporary image expressed by a redesigned quarterly art magazine, website and social media strategy, innovative ad campaign, launch of signature After Hours events, growth in membership and attendance, and extensive national media recognition of exhibitions.
- Represented the museum before the public and press. Directed crisis communications planning and averted negative coverage of potentially controversial exhibitions.
- Served on Smithsonian-wide task force on communications and transparency that developed institutional approaches and procedures in response to Congressional oversight and institution's leadership transition.
- Guided development and implementation of a five-year strategic plan that invigorated staff, board, donors and visitor base and served as key tool for recruitment of a new museum director.
- Built fundraising capacity, solicited, expanded and stewarded Smithsonian's highest per-capita giving advisory board. Cultivated and solicited high-net worth individual donors, foundations and corporate sponsors. Developed new revenue streams and achieved a 239% cumulative increase in contributed income.
- Developed blueprint for capital improvement and endowment campaign and secured \$15 million in commitments during initial quiet phase. Campaign was suspended due to leadership transition.

experience

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 five living U.S. presidents. Reported to the President, was a principal media spokesperson and liaison with national board of directors and donors; served on senior management team and managed three divisions and staff of 20.

- Completed planning and initiated implementation of five-year strategy, institutional repositioning and operational reorganization.
- Repositioned organization and launched national communications campaign. Orchestrated publication and national media tour for Alma Powell's children's book to benefit America's Promise. Secured national morning show and extensive print placements. Oversaw redesign and relaunch of Alliance website.
- Exceeded \$5 million dollar fundraising goal in 16 months and provided for one-year operating reserve of \$1.2 million.
- Orchestrated first annual Congressional Awards Gala and Promise of America Honors ceremony and dinner at the White House. Served as a primary liaison to Congressional and White House staff.

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 communications, marketing and planning and provided senior management for The Freedom Forum, the largest U.S. operating foundation devoted exclusively to journalism and First Amendment education and for the Newseum, the interactive museum of news. Integrated worldwide external relations for the Foundation, its First Amendment Center at Vanderbilt University, The Freedom Forum Diversity Institute, international journalism centers located on four continents, and the Media Studies Center. Began tenure as a consultant and was ultimately hired and promoted to the highest level of management. Managed budgets in excess of \$2 million and staff of 25.

- Repositioned and rebranded The Freedom Forum (formerly the Gannett Foundation) and participated in envisioning and implementing a decade-long international expansion of funding and programs to four continents. Created national First Amendment public service education campaign in partnership with Newspaper Association of America.
- Served as a primary press spokesperson for the Foundation and museum and served on the Council on Foundations Media and Public Affairs committee.
- Contributed to master planning and conceptual development of original Newseum and was part of bid team to Pennsylvania Avenue building site. Led transition planning team to envision strategic, financial, operational, and staff implications of the new, greatly expanded museum.
- Attracted nearly 500,000 visitors annually to the Newseum through award-winning marketing, advertising and media relations programs.

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

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

- Oversaw national media relations, publications, advocacy and education communications, video and advertising production; managed foundation, high-dollar, special-events and membership fundraising; coordinated organizational presence at national political conventions.

experience

- Successfully created a national dialogue about First Amendment issues, civic engagement, tolerance and diversity, and the importance of Supreme Court nominations. Stimulated significant, ongoing national media coverage of issues and organizational initiatives.
- Worked with House and Senate committee staff and national coalitions to help win Congressional reauthorization of the National Endowment for the Arts (1990) and pass the Voter Registration Act (1989) and the Civil Rights Restoration Act (1987).
- Operating revenue increased by 175% and membership increased by 150,000 during this eight-year period.

D’Arcy, Masius, Benton & Bowles, New York, NY

Account Executive (1985 – 1987)

Managed national advertising, promotional marketing and consumer research programs for clients including General Foods, MCI Telecommunications and Corning Glass Works. Administered budgets up to \$25 million.

Appointments/Other Experience

Georgetown University Center for Public and Non-Profit Leadership, Visiting Practitioner, (2010-2011)

Seyfarth, Shaw, Fairweather & Geraldson, Paralegal, (1981 – 1983)

Atlanta Civic Opera Association, Development Associate, (1981)

Guest lecturer: George Washington University, Applied Strategic Planning

George Washington University, Arts Management

Corcoran College of Art+Design, Museum Management

presentations

Co-Presenter, 2010 American Association of Museums, Annual Meeting

“Magnetic Museums: Leveraging Brand and Social Capital to Build Audiences and Financial Strength,” Los Angeles, CA

Co-Presenter, 2009 American Association of Museums Annual Meeting

“Extreme Makeover 101: Rebranding Your Museum,” Philadelphia, PA

Co-Presenter, 2009 Mid-Atlantic Association of Museums, Building Museums Conference

“Planning for Sustainability,” Washington, DC

education

Bachelor of Arts, Brown University, Providence, R.I., 1981

Center for Creative Leadership, Colorado Springs, CO, 1999

affiliations

Newseum, National Advisory Committee (2002-2008)

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

Council on Foundations, Media and Public Affairs Committee (1996 – 2002)

American Association of Museums

Americans for the Arts

Master Gardeners of Northern Virginia

awards

American Association of Museums Publications Design Awards (2007, 2000, 1999); One Show “Silver Pencil” and Radio Mercury “Top-10 Campaigns” Award for Newseum with Adworks agency (2002); Public Relations Society of America Silver Anvil Award of Excellence for Newseum 50-state tour campaign (2001); Clarion Award for Newseum launch (1998); eight “Addy” awards for Newseum.