

**FOR IMMEDIATE RELEASE**

Sept. 7, 2018

**VMFA Foundation Names New Vice President for Board Relations and Strategic Planning**



Richmond, Virginia — The Virginia Museum of Fine Arts Foundation (VMFAF) has named Caprice Bragg as its new vice president for board relations and strategic planning. Bragg comes to the museum from the Rock & Roll Hall of Fame Museum in Cleveland, Ohio, where she has spent the past five years as vice president of development and external relations working with trustee leadership to engage and recruit a 90-person national board.

In her new role, Bragg will be responsible for creating and executing the development of the museum’s strategic plan for 2020–2025. She will also be responsible for board relations with VMFA’s Board of Trustees and the Board of Directors of the VMFAF. She will join the museum on Oct. 25.

Caprice Bragg, vice president for board relations and strategic planning at the Virginia Museum of Fine Arts Foundation

“Caprice Bragg has stellar credentials in museum leadership,” says VMFA Director Alex Nyerges. “With her extensive experience in strategic planning she will join the Virginia Museum of Fine Arts at a pivotal time as we build on the success of our 2015–2020 strategic plan to develop a new roadmap for the museum. We are delighted that Caprice is joining our team to guide this important process.”

Bragg holds a J.D. from New York University School of Law and is a graduate of Oberlin College.

“I’m honored to join the VMFA team,” she says. “As a passionate supporter of art, I’m excited to advance the mission of an organization that engages communities, opens avenues for interpretation, self expression and exploration through art in innovative ways across the state of Virginia.”

**About Caprice Bragg**

At the Rock & Roll Hall of Fame, Bragg led a 10-person team in fundraising, membership and donor relations. Her team was responsible for planning and executing bi-yearly community celebrations and VIP events in conjunction with Hall of Fame induction celebrations. She also planned, executed and raised money for a comprehensive campaign to redesign the museum, attract programmatic support and build its endowment.

Prior to joining the Rock & Roll Hall of Fame, Bragg was executive director for external relations at Ohio State University’s Fisher College of Business, where she oversaw development, alumni relations and donor stewardship activities. She has also held several roles at the Cleveland Foundation, serving as senior vice president for gift planning and donor relations, director of planned giving and gift planning officer.

Bragg has practiced law at Benesch, Friedlander, Coplan & Aronoff in Cleveland and in-house at KeyCorp, and was an employee benefits and human resources consultant with Ernst & Young. She has served on the boards of the Ohio Arts Council, The Nord Family Foundation, In Counsel with Women and Lake Erie Ink. Bragg has also been active on the boards of the State of Ohio’s Cultural Facilities Commission, Lake Ridge Academy, the Estate Planning Council of Cleveland (past president), the Cleveland Metropolitan Bar Association and AdNet, a professional organization for development professionals in community foundations.

Bragg has served as a speaker for the Center for Family Philanthropy and for National Philanthropy Day Cleveland. She was named a Woman of Note by *Crain’s Cleveland Business Magazine* and a YWCA Woman of Achievement. A native of Akron, Ohio, Bragg and her husband, Larry Thomas, have two sons.

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**The Virginia Museum of Fine Arts** in Richmond, Virginia, is one of the largest comprehensive art museums in the United States. VMFA, which opened in 1936, is a state agency and privately endowed educational institution. Its purpose is to collect, preserve, exhibit, and interpret art, and to encourage the study of the arts. Through the Office of Statewide Partnerships program, the museum offers curated exhibitions, arts-related audiovisual programs, symposia, lectures, conferences, and workshops by visual and performing artists. In addition to presenting a wide array of special exhibitions, the museum provides visitors with the opportunity to experience a global collection of art that spans more than 6,000 years. VMFA's permanent holdings encompass nearly 40,000 artworks, including the largest public collection of Fabergé outside of Russia, the finest collection of Art Nouveau outside of Paris, and one of the nation's finest collections of American art. VMFA is also home to important collections of Chinese art, English silver, and French Impressionist, Post-Impressionist, British sporting, and modern and contemporary art, as well as renowned South Asian, Himalayan, and African art. In May 2010, VMFA opened its doors to the public after a transformative expansion, the largest in its history.

**The Virginia Museum of Fine Arts is the only art museum in the United States open 365 days a year with free general admission. For additional information, telephone 804-340-1400 or visit [www.VMFA.museum](http://www.VMFA.museum).**